

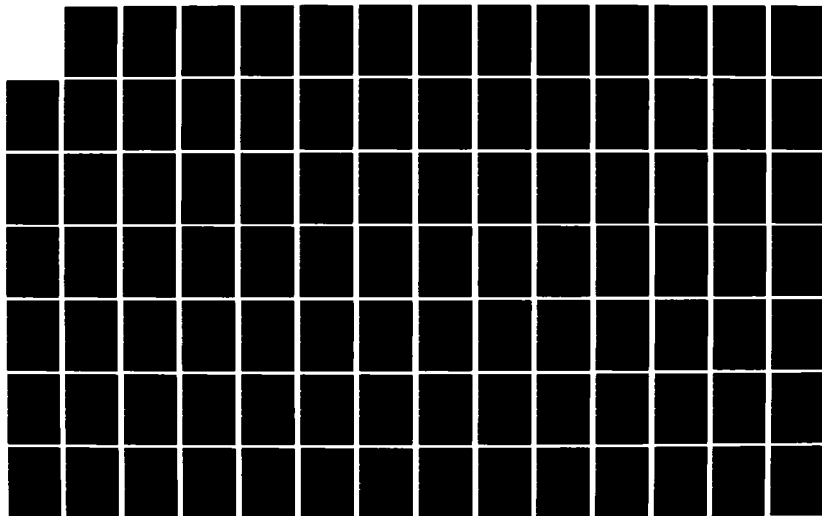
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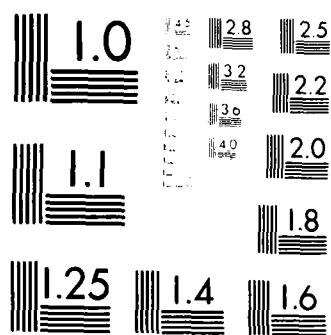
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THE PUBLIC IMAGE OF THE MILITARY  
AS REFLECTED IN LEADING MAGAZINES (1982-1983)

A Thesis Presented to the Faculty of the U.S. Army  
Command and General Staff College in Partial  
Fulfillment of the Requirements for the Degree

MASTER OF MILITARY ART AND SCIENCE

BY

WILLIAM B. BRUENING, MAJ, USAF

S.B., The Citadel, 1971

Fort Leavenworth, Kansas  
1984

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REPORT DOCUMENTATION PAGE		READ INSTRUCTIONS BEFORE COMPLETING FORM
1. REPORT NUMBER	2. GOVT ACCESSION NO.	3. RECIPIENT'S CATALOG NUMBER
4. TITLE (and Subtitle)  The Public Image of the Military as Reflected in Leading Magazines, (1982-1983)		5. TYPE OF REPORT & PERIOD COVERED  Master's Thesis
7. AUTHOR(s)  William S. Bruening, Major, USAF		6. PERFORMING ORG. REPORT NUMBER
9. PERFORMING ORGANIZATION NAME AND ADDRESS  United States Army Command and General Staff College, Fort Leavenworth, KS 66027		8. CONTRACT OR GRANT NUMBER(s)
11. CONTROLLING OFFICE NAME AND ADDRESS  U.S. Army Command and General Staff College ATTN: ATZL-SWD-GD, Fort Leavenworth, KS 66027		10. PROGRAM ELEMENT, PROJECT, TASK AREA & WORK UNIT NUMBERS
14. MONITORING AGENCY NAME & ADDRESS (if different from Controlling Office)		12. REPORT DATE  1 June 1984
		13. NUMBER OF PAGES  108
		15. SECURITY CLASS. (of this report)  Unclassified
		15a. DECLASSIFICATION/DOWNGRADING SCHEDULE N/A
16. DISTRIBUTION STATEMENT (of this Report)  "Approved for public release; distribution is unlimited,"		
17. DISTRIBUTION STATEMENT (of the abstract entered in Block 20, if different from Report)  "Approved for public release; distribution is unlimited."		
18. SUPPLEMENTARY NOTES		
19. KEY WORDS (Continue on reverse side if necessary and identify by block number)  Public Image, Public Opinion, Public Image of the U.S. Armed Forces, Public Opinion of the U.S. Armed Forces.		
20. ABSTRACT (Continue on reverse side if necessary and identify by block number)  Over		

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## 12. ABSTRACT (Continued)

This paper determined the public image of the U.S. military as reflected in leading magazines and compared the results with the public image of the military determined in a 1971 study. The 1982 and 1983 issues of twenty-one leading magazines were reviewed for news items on the military. The news items were placed into different military subject areas (Personnel, Vietnam War, Grenada, ROTC, etc.) and judged favorable, unfavorable, balanced, or neutral.

The composite results of this two-year study revealed that the public image of the military was more favorable than unfavorable. 35.9% of the items reviewed were favorable while 25.4% were unfavorable. The ratio of favorable items to unfavorable items was 1.0:0.7.

The results of this study show a significant favorable increase in the public image of the military compared to the results of the 1971 study. That three - year study revealed that 43.7% of the news items on the military were unfavorable while 30.9% were favorable. The 1971 study favorable to unfavorable ratio was 1.0:1.4.

An analysis of the individual military subject areas revealed two topics that received considerable press attention and that reflected an unfavorable public image of the military in the magazines analyzed. These were Defense Budget/Spending and Leadership.



MASTER OF MILITARY ART AND SCIENCE

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The opinions and conclusions expressed herein are those of the student author and do not necessarily represent the views of the U.S. Army Command and General Staff College or any other governmental agency. (References to this study should include the foregoing statement.)

THE PUBLIC IMAGE OF THE MILITARY IS REFLECTED IN 1982-1983  
MAGAZINES 1982-1983, by Major William B. Blier, Jr., 1984,  
108 pages.

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The composite results of this two-year study revealed that the public image of the military was more favorable than unfavorable. 38.9% of the items reviewed were favorable while 38.4% were unfavorable. The ratio of favorable items to unfavorable items was 1.0:0.7.

The results of this study show a significant favorable increase in the public image of the military compared to the results of the 1971 study. That three-year study revealed that 48.7% of the news items on the military were unfavorable while 38.9% were favorable. The 1971 study favorable to unfavorable ratio was 1.0:1.4.

An analysis of the individual military subject areas revealed two topics that received considerable press attention and that reflected an unfavorable public image of the military in the magazines analyzed. These were Defense Budget/Spending and Leadership.

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## CHAPTER I

### INTRODUCTION

#### Purpose

The purpose of this research was to determine the current public image of the military in the United States as presented in leading U.S. magazines and to compare that image with the image of a 1971 study. To determine how the non-military members of our society view the professional American military man and woman, a content analysis of twenty-one leading magazines was accomplished. The analysis included subject matter pertaining to the military published in the selected magazines from 1 January 1983 to 31 December 1983. This research determined if the American public had a favorable, unfavorable, balanced, or neutral image of the military, as reflected in magazines during the time period studied.

#### Significance

In the U.S., the relationship the military individual has with the civilian population is what gives him<sup>1</sup> motivation and makes him an effective military member.

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1

Charles Robert Kembel, *The Image of the Army Officer in America*, (Westport: Greenwood Press, 1973), p. 204.

The military, like any other profession, wants to attract quality people, train them to do a mission or skill, and then keep those individuals on the job. The negative or positive image and attitude the public has about the military is reflected in the self-image of the soldier and directly affects his performance.

Negative or unfavorable attitudes of the public toward the military are nothing new in the history of the United States. After the Revolutionary War, the military of the newly-formed states was greatly reduced in size. The U.S. could not afford a large standing Army, and the general population looked upon a standing Army with suspicion.<sup>2</sup>

In the most recent major conflict in which the U.S. was involved, the military's public image was also poor. For the first time, the news media had the capability of covering the attitude of the soldier, death, atrocities, and the realities of war and broadcasting them live for the American public to watch on their television sets. Few newspaper or magazine readers of the Vietnam era could fail to remember the anti-war and anti-military demonstrations during that period. The media reflected and influenced the public image of the military during the Vietnam War. The author in his book stated that:

In the cinema and on stage, military characters have achieved the status of grotesque malefactors. A minor industry exists in the production of books and lectures castigating the

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<sup>2</sup> Russell F. Weigley, *Toward an American Army*, (New York: Columbia University Press, 1962), p. 13.

military mind, the military-industrial complex, the Pentagon, and GI butchers.<sup>3</sup>

On the other hand, there have been periods of time when the public image of the military ran high. During World War II, the people of this country were united in a common goal. They wanted to stop Nazi Germany and save the world from a military dictatorship.<sup>4</sup> This common goal and support for the war resulted in a very high public image of the military and the role it played. Charles C. Moskos, in his introduction to *Public Opinion and the Military Establishment* (1971), stated that for a period after World War II the military and the American society were on convergent paths. However, he felt that we were moving into an era in which the military would become increasingly isolated from society and that the paths were divergent.<sup>5</sup> This suggested that the public image of the military was on a decline.

A 1974 survey showed that a very large percentage of the American public held a positive image of the military and military service. In this survey, 30% of the people

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3

Charles C. Moskos, Jr., gen. ed., *Public Opinion and the Military Establishment*, vol. 1. (Beverly Hills: Sage Publications, 1971), *The New Establishment: Armed Forces and American Society*, by Charles C. Moskos, Jr., pp. 288-289.

4

Archie Satterfield, *The Home Front, An Oral History of the War Years in America: 1941-45*, (United States of America: Play Press, 1981), p. 3.

5

Charles C. Moskos, Jr., gen. ed., *Public Opinion and the Military Establishment*, vol. 1. (Beverly Hills, Sage Publications, 1971), Introduction by Charles C. Moskos, Jr., p. XV.

questioned had a strong positive attitude when asked how they would feel about a son entering the military service. In a 1972-1973 survey, only 19% of those questioned gave a "strongly positive" answer to the same question.

### Definition of Terms

There are many books that discuss public opinion and the relationship between public opinion and the different mass media. Most of these books have two things in common relevant to this study. First, most books agreed that public opinion is a difficult term to define. In the first edition of the *Reader in Public Opinion and Communication* (1958), Bernard Berelson and Morris Janowitz stated, "There is no generally accepted theory of public opinion, nor even a generally recognized attempt at the formulation of such a theory." With the publication of their second edition with the same title, in 1966, they felt that there was still no generally accepted theory of public opinion.<sup>7</sup>

In *Mass Media and Communication*, the editors discuss the difficulty of defining the term public opinion and its relationship to mass media.

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<sup>6</sup> Nancy L. Goldman and David R. Segal, gen. eds., *The Social Psychology of Military Service*, vol. VI. (Beverly Hills: Sage Publications, 1976), *Changing Values and Attitudes Toward Military Service Among the American Public*, by Ronald Inglehart, pp. 271-273.

<sup>7</sup> Bernard Berelson and Morris Janowitz, gen. eds., *Reader in Public Opinion and Communication*, 2d ed. (New York: Free Press, 1966), p. 5.

Public opinion is not easily amenable to scientific definition. It is an outgrowth of educational processes as well as of the growth of mass media. Its substance and the way it functions in terms of the individual and the group are still described in terms of intangibles. While empirical research has yielded more data than speculative method, there are still questions to be answered. How do the public and its opinions interact? How do mass media reflect public opinion? How -- and to what extent -- are mass media influenced by public opinion?<sup>8</sup>

Second, most of the books agreed that the mass media not only form public opinion but, in turn, public opinion influences what is written in the mass media.

The great media of mass communications do not stand alone, untouched by the other forces which are changing our society. They not only shape our society; they are shaped by it. And as society changes the mass media, so it, in turn, is changed by them.<sup>9</sup>

The goal of this paper was to determine the public image of the military in leading magazines. As a result, research focused on an evaluation of the public image through a content analysis of the public opinion as reflected in the articles, editorials, news items, and other material in the magazines analyzed. The definition of public opinion used in this paper was viewed as "a

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<sup>8</sup>

Charles S. Steinberg, gen. ed. *Mass Media and Communications*, (New York: Hastings House Publishers, Inc., 1966), p. 75.

<sup>9</sup>

Francis and Ludmila Voelker, gen. eds., *Mass Media: Forces in Our Society*, (New York: Harcourt Grace Jovanovich, Inc., 1972), *The Impact of Mass Communications in America*, by Wesley C. Clark, p. 7.

distribution of individual opinions on a public issue, as  
discovered by public polls or other means."<sup>10</sup>

The author chose to do a content analysis of leading magazines to determine the public image of the military. A content analysis is a common research method used to study what is said in the different types of mass communications. The magazines were analyzed by assigning judgmental categories (favorable, unfavorable, balanced, neutral) as to the intent of the communicator. This enabled the author to take the mass of data collected and to draw some  
11  
conclusions, which is the essence of content analysis.

#### Why Magazines?

There are three reasons why magazines were selected as the mass media communicator to determine the public image of the military. First, in 1971 LTC E.A. Wilhelm did a thesis on the "Public Image of the Military in Leading Magazines (1968-1970)". This research examined a two year period (1982-1983) using a methodology similar to the methodology

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Ithiel de Sola Pool et al., gen. eds., *Handbook of Communication*, (Chicago: Rand McNally Publishing Company, 1973), *International World and Public Opinion*, by W. Phillips Davison, p. 871.

11

Ithiel de Sola Pool et al., gen. eds., *Handbook of Communication*, (Chicago: Rand McNally Publishing Company, 1973), *Notes on Communication Research Methods*, by Nathan MacCoby, p. 912.

used by LTC Wilhelm. The purpose of using a similar methodology was to add validity to this study and to offer a basis for comparison with the earlier study. Second, magazines are a readily available source of data, as compared to movies and newspapers. The third and most important reason is that magazines, as a mass media communicator, are a primary formulator of public opinion.

James Playsted Wood in his study of American magazines declares that the magazine is one of "three major forces affecting and controlling national public opinion." With newspaper and radio it "first created the public opinion they affect." He reminds his readers that it is read more persistently than other media, is less perishable, and is read attentively. It provokes results, gets reactions. Much magazine material later goes into books and motion pictures; reprints also are made.<sup>13</sup>

#### Summary

The public image of the military was studied for the period beginning 1 January, 1982, and ending 31 December, 1983. The content of twenty-one leading magazines was analyzed to determine the public image of the military during this time period. The composite results of this study (two years of data) were compared with the composite

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<sup>12</sup>

E.A. Wilhelm, LTC, USA, "The Public Image of the Military in Leading Magazines (1968-1970)" (MMAS Thesis, U.S. Army Command and General Staff College, 1971), pp. 12-30.

<sup>13</sup>

Charles S. Steinberg, gen. ed. *Mass Media and Communication*, (New York: Hastings House Publishers, Inc., 1966), *Social Effects of Magazines*, by Roland F. Wolseley, p. 188.

results of a 1971 study (three years of data). Magazines were selected because of their influence in reflecting and shaping public opinion.

## CHAPTER II

### METHODOLOGY

#### General

The purpose of this chapter is to provide an understanding of the methodology used in this content analysis of the current image of the military in leading magazines. It is important for the reader to know what magazines were selected and why. Additionally, it is important to know how the subject areas used for categorizing the collected articles were determined and how this data was evaluated and analyzed. Finally, the time period selected is important in terms of a comparison with an earlier study and the value of the conclusions to today's reader.

#### Magazine Selection

The first step in outlining the methodology used for this research was to determine which magazines to select. The 1983 Ayer's Dictionary was used as the reference to select the magazines for this study.<sup>1</sup> Ayer's Dictionary lists magazines of general circulation grouped according to

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<sup>1</sup> Betty Gallimore, ed., *The IMS 1983 Ayer Dictionary of Publications*, (Fort Washington, Pa.: IMS Press, 1983).

classification. Ayer's had over one thousand magazines grouped into thirty-nine classifications (see appendix A).

Most of the classifications listed in Ayer's were of a specific nature or topic that would not have a significant number of articles relating to the military. As a result, of the thirty-nine classifications listed, four were chosen. The four categories chosen reflect magazines written for both the general population and for specific groups of people. The four categories chosen for this study were: General Editorial, Men's Interests, Women's Publications, and Youth.

In the four classifications chosen there were over three hundred fifty magazines listed. The general editorial classification alone contained over two hundred fifty magazines. As a result, the next criteria used for magazine selection was circulation. The cutoff for circulation was set at 1.1 million. This reduced the number of magazines to be used in the research to thirty-one (see appendices B and C).

From this list of thirty-one magazines ten more were eliminated for suitability. Newspaper magazine supplements were eliminated for two reasons. First, different newspapers carry different magazine supplements. Therefore, they are not available to all readers. Second, magazine supplements were not included because they were not considered to be national magazines. This eliminated Family Weekly, Parade, and Times Magazine. The National Enquirer and Star magazines were eliminated because their articles are often innocuous, sensational, and do not present a fair

picture.<sup>2</sup> National News Bureau, Penthouse, Family Circle, and True Story were eliminated because all or many of the issues could not be obtained. These were not magazines normally contained in libraries. Boy's Life was eliminated as a result of an analysis of its potential for carrying articles relating to the military.<sup>3</sup> The end result is that the number of magazines selected for this content analysis was twenty-one. Those magazines selected are listed in Table 1.

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<sup>2</sup>  
Bill Katz and Linda Sternberg Katz, *Magazines for Libraries*, 4th ed. (New York: R.R. Bowker Company, 1982), pp. 458-463.

<sup>3</sup>  
Ibid., p. 214.

TABLE 1  
MAGAZINES USED IN THIS CONTENT ANALYSIS

	Estab.	Published	Circulation	Editor	Publisher
1. The Reader's Digest	1922	Monthly	18,171,628	R. F. McLoughlin	Lynn C. Maples
2. Woman's Day	1937	15 a yr	7,887,989	G. Rhoads	P.G. Diamandis
3. McCall's	1876	Monthly	6,281,777	B. Stein	Raymond Eyes
4. Good Housekeeping	1885	Monthly	5,352,428	J.M. Carter	Ray Petersen
5. Ladies Home Journal	1883	Monthly	5,285,413	R. Thomas	Ron Valerio
6. Playboy	1953	Monthly	4,851,363		Hugh H. Hefner
7. Time	1923	Weekly	4,555,618	R. Cave	John Meyers
8. Redbook	1903	Monthly	4,292,627	A.H. Smith	P.S. Chidsey
9. Newsweek	1933	Weekly	3,888,596	L. Bernstein	Newsweek, Inc.
10. Cosmopolitan	1886	Monthly	2,382,494	H.G. Brown	L. Porterfield
11. People	1974	Weekly	2,471,122	P. Ryan	R.J. Durrell
12. U.S. News & World Report	1933	Weekly	2,889,786	M.L. Stone	William G. Dunn
13. Glamour	1939	Monthly	2,811,287	R. Whitney	E.L. Hottermann, Jr.
14. The Smithsonian	1978	Monthly	1,987,862	D. Hoser	J.J. Bonsignore
15. Popular Science	1872	Monthly	1,812,654	C.P. Gilmore	Terence Moyes
16. Popular Mechanics	1902	Monthly	1,635,126	J. Linkletter	D.J. Coleman
17. Parent's	1926	Monthly	1,634,387	E. Crow	John G. Hahn
18. Changing Times: the Kiplinger Magazine	1947	Monthly	1,538,928	S. Sulkin	Nicholas Niles
19. Seventeen	1944	Monthly	1,471,579	M. Panitt	Frank Wolf
20. Ebony	1945	Monthly	1,298,621		J.H. Johnson
21. Mademoiselle	1935	Monthly	1,173,633	A. Levin	Joseph Fuchs

SOURCE: Betty Gallimore, *The IMS '83 Year Dictionary of Publications*, 1983.

### Time Period

The analysis of magazines for this study covers the time period beginning 1 January, 1982, and ending 31 December, 1983. There are several reasons why this time period was selected. First, the author wanted to collect and draw conclusions from data that were as current as possible. Current articles on the military and military issues would be more interesting and relevant for the reader and the military. Second, current issues of magazines would be more readily available, thereby, providing a complete data base. Finally, the author was interested in contrasting data from this current two-year period with the data and conclusions drawn from the anti-military, Vietnam period of LTC E.A. Wilhelm's 1971 three year study.

### Military Subject Areas

The general subject "the military" was initially divided into three main subject areas and thirty subareas (see appendix D). This was done for two reasons. First, there needed to be some method of organizing the hundreds of magazine articles read for this study. Second, by subdividing the topics, the magazine articles were placed into more definitive categories. This in turn would allow for a more thorough breakdown and analysis of the data.

To accomplish the initial division of the general military subject, the author reviewed six recently published books dealing with the military. The author chose the books

because they reflected the current issues, problems, benefits, and likes and dislikes of the military of the 1980s. *The Professional Army Officer in a Changing Society* (1975), and *Military Service in the United States* (1981), were especially useful in providing prospective areas and subareas used in this thesis. Appendix E contains a bibliography of the books used to select the initial main and subordinate military subject areas.

Table 2 (Chapter 3) contains the final list used for this content analysis. The list was modified and adjusted as the analysis of the data required.

#### Material Categories

The material from the selected magazines in this survey was divided into two categories: articles and extracts. The material was considered an article if it was "a generally short nonfictional prose composition<sup>4</sup> forming an independent portion of the magazine." In addition, to be included as an article in this study the military subject matter of the feature must be subjectively at least 20% of that article. If the material on the military was less than 20% of the article, it was placed in the extract category. Letters to the editor were also placed in the extract category. Finally, items in the

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<sup>4</sup> Philip Babcock Gove, Ph.D., ed., *Webster's Third World New International Dictionary*, (Springfield: G & C Merriam Company, 1971), p. 123.

extract category contained at least one paragraph (three sentences) of military subject matter.

The material was divided into two categories to distinguish an article from the rest of the material analyzed. Magazine articles constitute the bulk, decide the readership, and are used to judge the merit and quality of a magazine. In the analysis of the data, the article was given a weight factor based on its relative importance and size over the material in the extract category.

#### Material Included and Excluded

One of the more difficult tasks was to define the material that could be included and excluded in the analysis. As the world becomes more complex it becomes more difficult to define U.S. military areas. In this study all data were included that contained material on the U.S. military, the individual U.S. Armed Services, and the Department of Defense. Material on the Coast Guard and the CIA was excluded. The Coast Guard was excluded because it does not fall under the Department of Defense except in wartime. Material on the CIA was not included because the intelligence agency does not work for the Department of Defense. In addition, any material dealing with foreign policy on a strategic level that did not include inputs from the U.S. military was excluded. Finally, all fictional material was excluded from this analysis with the exception of movie reviews and book reviews.

The final step in the development of the methodology used in this content analysis was to devise a system of enumeration for the data collected. The four categories used were: favorable, unfavorable, balanced, and neutral. This method was used for two reasons. First, it was the method used by LTC E.A. Wilhelm in his 1971 thesis. This will provide a more meaningful comparison of data. Second, the method is sound and follows the guidelines of a content analysis conducted on a quantitative basis.

If the analysis is to be carried out on a quantitative basis, systems of enumeration must also be devised, and these will form a portion of the body of rules that guide the analysis. Systems of enumeration identified thus far in a variety of content analyses include measures of time and space; actual appearance of the unit of analysis; measures of the frequency of the unit's appearance, and measures of its intensity. The last-named measure is of particular use when the analysis involves attitudes, beliefs, and values.<sup>5</sup>

Placing articles and extracts into the four categories was objective. However, the following guidelines were used. First, items that were considered favorable and unfavorable contained subject matter that primarily fell into these two self-explanatory categories. Second, material was judged balanced if the article or extract contained nearly equal amounts of favorable and unfavorable views on material. Finally, material was judged to be neutral when an analysis of the material revealed neither a favorable, unfavorable, or balanced (equal favorable and unfavorable) image or opinion of the military.

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<sup>5</sup> Egon G. Guba and Yvonna S. Lincoln, *Effective Evaluation*, (San Francisco: Jossey-Bass Publishers, 1981), p. 246.

## CHAPTER III

### MILITARY SUBJECT AREAS

The purpose of Chapter 3 is to discuss the different subject areas in which the hundreds of magazine articles were placed. By having a definition or explaining the scope of each area, the reader has a better understanding of the types of articles used in this content analysis and how those articles were categorized.

Appendix D is the original list of subject areas the author used to start the content analysis. Table 2 is the final list. The list was revised for several reasons. First, some of the original areas obtained from current books were not found in the magazine survey. Therefore, they were deleted. Second, many of the areas were changed in semantics only or combined with other subject areas. For example, articles on the Pentagon were either included under militarism, leadership, or defense spending. Finally, some subject areas were added to reflect more accurately the events of the period studied (1982-1983). During this time frame U.S. forces were deployed throughout the world. The Marines in Beirut and the invasion of Grenada are two examples of forces deployed. Therefore, U.S. forces in the Middle East, Grenada, Latin America and Europe were added as subject areas.

TABLE 2

MILITARY SUBJECT AREAS USED IN THIS CONTENT ANALYSIS

Militarism

- All Volunteer Force
- Arms Race
- Chemical/Biological
- Defense Budget/Spending
- Draft
- ROTC/Service Schools
- Space and the Military
- Special Forces
- Terrorism
- Weapons/Equipment

Military History

Personnel

- Discontent (Drugs/Alcohol)
- Leadership
- Training/Readiness
- Veterans
- Women

U.S. Forces Around the World

- Europe
- Grenada
- Latin America
- Middle East

Vietnam War

- POWs
- Vietnam Memorial

## Militarism

An article or extract was placed in the general category of Militarism if it did not fit into one of the more specific military subareas, yet was predominately military or exemplified the ideals of the military. A good example was an article on the Pentagon. The article was simply about the building and what it represents.

Initially a target of jokes, the Pentagon turned 40 years old on January 15 -- a far bigger bargain than even its early backers imagined.<sup>1</sup>

In 1941, four months before Pearl Harbor, reporters laughed when President Franklin D. Roosevelt was asked about proposals for a "new War Department building in Arlington."<sup>2</sup>

An article in *Playboy* commented unfavorably on the military organization and how it promotes its officers.

Unfortunately, our military has become an organization in which image has taken priority over all else. For an officer in today's "image Army," survival often means relegating the welfare of his troops to a position second to his career aspirations. Doing good becomes a poor second to looking good.<sup>3</sup>

## All Volunteer Force

Ever since Congress ended the draft in 1971 the quality, recruitment, and retainment of an All Volunteer Force has been a concern of the four services.

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<sup>1</sup> "Pentagon: 40 and Still Going Strong," *USA News & World Report*, 24 January 1983, p. 8.

<sup>2</sup> Ibid.

<sup>3</sup> "Not Just a Job," *Playboy*, May 1983, p. 57.

And most seriously of all, each month, relentlessly, the pool of young men available for military service declines. Demographic projections make it crystal clear that this will continue through the eighties. At the beginning of the next decade there will be only about three-fourths as many young men in the country as there are today. Under an All Volunteer Force we will then have to attract about one out of every three qualified and available men into the military.<sup>4</sup>

Articles reviewed on the All Volunteer Force almost unanimously lauded the quality of that force. According to an article in *Time*, applications at the service academies are up, ROTC enrollment is 64% higher than 1974, patriotism among the nation's youth is high, and officers have about the better class of recruits coming in.<sup>5</sup>

Many of the magazines reviewed carried advertisements for the different active services, the National Guard, the Reserve, and the military services in general. In addition, the military has made some catchy commercials for television to attract the young men and women in America into the military. The extent of the advertisements and their quality reflect the importance the military places on obtaining a quality force.

"IT'S A GREAT PLACE TO START!" The U.S. armed forces jointly spent over \$10 million to put that slogan on television last year. A lot of young people got the message and bought it.<sup>6</sup>

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<sup>4</sup> R. James Woolsey, "Bagging the All Volunteer Force," *Armed Forces Journal International*, February 1980, p. 17.

<sup>5</sup> Maureen Dowd, "Answering Uncle Sam's Call," *Time*, 23 May, 1983, p. 18.

<sup>6</sup> "Military Jobs: A Good Place to Start," *Changing Times*, May 1983, p. 32.

## Arms ControlArms Race

Preventing the spread of nuclear weapons will remain one of the U.S. Government's most urgent national security priorities.<sup>7</sup>

There were many articles in the different magazines on arms control, the arms race, the Strategic Arms Limitation Talks (SALT), and the Strategic Arms Reduction Talks (START). However, the majority of these articles concerned the strategic policy or position of the United States as voiced by the President, Secretary of State, or representatives of the administration. Very few of the articles discussed the military. Therefore, only those articles that tied the military and arms control/race together were included in this analysis.

Time magazine carried an article showing the military's point of view concerning the arms race. The article was entitled "Sizing Up the Enemy." It presented the Pentagon's view of Soviet arms development and production. In the article, the Pentagon's assessment of the threat posed by the Soviets was so strong that the White House and allied leaders wanted much of it declassified to dampen disarmament sentiment in Western Europe and the U.S. However, in opposition to this strong Soviet assessment, Senators Edward

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Norman Howard and Colleen Sussman, eds., *Security and Arms Control: The Search for a More Stable Peace*, (Washington, D.C.: United States Department of State, 1983), p. 62.

Kennedy and Gary Hart accused the Pentagon of "scaremongering" to defend its defense budget.<sup>8</sup>

#### Chemical/Biological

The dominant theme of articles reviewed on chemical/biological weapons and warfare assessed U.S. versus Soviet capabilities. An article in Newsweek debated the question of a gap between U.S. and Soviet capabilities. In February of 1983 President Reagan announced to Congress that the Pentagon would begin building a new generation of chemical weapons in 1984. The Pentagon insisted that the new weapons were necessary to close a growing 'chemical gap' with the Soviet Union. Opponents argued that old U.S. chemical weapons are still usable and the U.S. nuclear threat will keep the Soviets from using chemical weapons. A recent article entitled, Soviet Chemical Warfare: A Present Danger in Defense Foreign Affairs, agreed with the view of the Pentagon.

The Soviets believe they are better equipped and trained to fight a chemical war than the West, and, with the possible exception of personal protection, most military observers in the West would agree with them.<sup>10</sup>

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Walter Isaacson, "Sizing Up the Enemy," Time, 31 March 1983, p. 16.

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Melinda Seck with Mary Lord, "A Chemical - Warfare Gap?", Newsweek, 22 February 1982, p. 26.

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LtCol Robert Jarman (Ret.), with Philip Jarman, "Soviet Chemical Warfare: A Present Danger," Defense & Foreign Affairs, June 1983, p. 34.

## Defense Budget/Spending

The defense budget received considerable attention from the press during the 1982-1983 time period. There were two primary reasons for this attention. First, President Reagan promised a strong military if elected. As a result, the amount of the national budget going to the military increased dramatically. In FY 1982 the total obligation authority was 158.7 billion.<sup>11</sup> In FY 1982, FY 1983 and FY 1984 the total obligation authority was 229.2 billion,<sup>12</sup> 249.3 billion, and 274.1 billion respectively. Second, the military received considerable criticism on how those dollars were being spent. Critics accused the military of overrunning costs, paying too much for spare parts, and buying weapons that could not do the job.

Included in this subarea were the military defense budget, military spending, Pentagon spending, and individual service budget spending. Most articles on defense spending or military spending were unfavorable.

Each of the three major news magazines carried many articles on this subject. John M. Collins, a retired Army Colonel who is now a defense analyst at the Library of Congress, was quoted in *Newsweek*: "Until you have a strategy you do not know what forces are needed. And until

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<sup>11</sup>

Edgar Ulisamen, "FY 1981 Defense Budget," *ABC News Magazine*, March, 1980, p. 22.

<sup>12</sup>

Edgar Ulisamen, "An In-Depth Look at the New Defense Budget," *ABC News Magazine*, April 1983, p. 57.

you know that, you cannot spend \$1.5 trillion  
intelligently." <sup>13</sup> An article in *Time* on Congressional  
attempts to cut the defense budget was equally unfavorable.

To budget-conscious Congressmen alarmed by  
the prospect of \$100 billion deficits, the  
burgeoning Pentagon budget seems to be the obvious  
place to attack. In such a \$250 billion benemote  
how could there fail to be fat by the ton?"<sup>14</sup>

Not every article blamed the military for waste in  
defense spending. Defense dollar waste can also be blamed  
on Congress.

One longstanding problem is Congress's  
pendant for ordering the military services to buy  
weapons they do not want, and thus keep assembly  
lines open and local economies humming. A case in  
point is the A-10 tank-killer aircraft, also known  
as the Thunderbolt II.<sup>15</sup>

Not every article was unfavorable. One article was even  
favorable on defense spending. Defense spending is helping  
many cities survive the recession by providing jobs and  
making an impact on housing and construction. Defense  
spending created 330,000 jobs in 1982 and boosted the ailing  
shipbuilding and aircraft manufacturing industries. <sup>16</sup>

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<sup>13</sup>

Peter McGrath with David C. Martin and John J.  
Lindsay, "Where to Cut Defense," *Newsweek*, 20 December,  
1982, p. 24.

<sup>14</sup>

Walter Isaacson, "Fat on the Sacred Cow," *Time*, 22  
February 1982, p. 15.

<sup>15</sup>

William L. Chaze with Robert Barr and Robert B.  
Dudney, "The \$75 Billion Pork Barrel Ripoff," *USA News &  
World Report*, 2 May 1983, p. 20.

<sup>16</sup>

Michael Doan, "Defense Dollars Save Many a City,"  
*USA News & World Report*, 10 May 1982, pp. 77-79.

## Draft

A bipartisan group of educators, manpower experts and former defense officials has advised the Reagan Administration to begin preparing the country for a return to a military draft sometime during the decade.<sup>17</sup>

This recommendation to the President and his administration was made by the Atlantic Council, an independent research organization.<sup>18</sup> President Reagan continued President Carter's policy of having young men register for the draft on their 18th birthday. During the Presidential campaign President Reagan felt no need for a draft. He changed his mind on this issue after a military task force concluded that this system would save up to six weeks in mobilization time.<sup>19</sup>

Several articles on the draft concerned the large number of young men who failed to register. *U.S. News & World Report* revealed that 700,000 men had not signed up for the future possible draft, and that this was rekindling controversy over whether the military registration system could be enforced.<sup>20</sup> *Playboy* magazine took it one step further and ran an independent advertisement that offered draft counselling for registration age men who wanted to

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<sup>17</sup> "Panel Sees Probable Need for Draft," *Air Force Times*, 12 July 1982, p. 11.

<sup>18</sup> Ibid.

<sup>19</sup> "Reagan on Draft - Why He Changed," *U.S. News & World Report*, 9 January 1982, p. 8.

<sup>20</sup> "Draft Registration: 700,000 No-Shows," *U.S. News & World Report*, 9 August 1982, p. 10.

take the initiative in dealing with the possibility of being  
21  
drafted sometime in the future.

#### ROTC

In the past few years ROTC has had an upswing in popularity and enrollment. Two-thirds of the nation's colleges tried to reenlist ROTC on their campuses, and there  
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were six applicants for every ROTC scholarship.

Scorned by American youth during the Vietnam era, the Reserve Officer Training Corps today is booming on college campuses across the country.<sup>23</sup>

On many campuses around the country the change has been dramatic. At William and Mary the campus ROTC unit was almost forced to close in 1977. Today uniformed cadets parade proudly around campus. Across the nation, campus ROTC enrollment has increased by 70 percent since hitting  
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rock bottom in 1974.

#### Space and the Military

The analysis revealed many articles on NASA, the space shuttle, and the activities of the NASA astronauts. Items

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Middy Streeter, "Friends Military and Draft Counseling Program," *Blaxbox*, April 1982, p. 53.

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Eric Gelman, "ROTC: On the Rebound," *Newsweek*, 1 November 1982, p. 23.

23

Jeff Trimble, "ROTC is a Whipping Boy No More," *USA News & World Report*, 16 May 1983, p. 37.

24

*Ibid.*

were included in this survey only if they specifically mentioned the military and space.

For example, General James W. Hartinger, the Commander of Space Command, gave valuable insights as to the current status and the future of the U.S. military in space. Asked to compare the United States and the Soviet Union in the competition for the military high ground in space, he replied:<sup>25</sup>

I think our technology base exceeds theirs. I think our space systems are more sophisticated and capable than theirs. However, they're putting a greater effort into their space programs.<sup>26</sup>

#### Special Forces

Barely a decade after the setback of the Army's Green Berets in Vietnam, the Pentagon is in the midst of yet another buildup of its controversial guerilla-warfare teams.<sup>27</sup>

All of the U.S. services are experiencing a growth in their individual special forces. This is a result of the successful operation in Grenada, the use of special forces to conduct important missions during war, and the use of special forces to train Third World armies to counter the Soviets.<sup>28</sup>

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"Nuclear War by Accident - Is It Impossible?," *U.S. News & World Report*, 19 December 1983, pp. 27-28.

<sup>26</sup>

*Ibid.*, p. 28.

<sup>27</sup>

Robert S. Dudley with Joseph Galloway, "Return of America's Secret Warriors," *U.S. News & World Report*, 15 November 1982, p. 37.

<sup>28</sup>

*Ibid.*

Items reviewed contained unfavorable and favorable images of U.S. Special Forces. The tainted image of the Special forces, acquired in Vietnam, has not yet died.

A feverish race is underway here to revive the Green Berets, a once celebrated unit whose Vietnam problems sent it on a decade-long tailspin.<sup>29</sup>

In the Letters to the Editor section of U.S. News & World Report, one reader did not agree with the critical comments aimed at Special Forces in that magazine's article, "Return of America's 'Secret' Warriors."

The buildup of U.S. Special Forces is long overdue. Unfortunately, your writer and his quoted critics must have observed the Vietnam war from the Hotel Carnavelle. Green Berets in minimum number were highly successful and often called on to do the impossible.<sup>30</sup>

### Terrorism

Although the 1970s were referred to as 'the decade of terrorists', there were several terrorist acts committed against U.S. forces and military personnel during 1982 and 1983. Below is a list of the terrorist acts that were covered by the media and received write-ups in the magazines reviewed for this analysis.

The kidnapping of General Dozier in Italy  
The murder of Lt Col Charles Ray in Paris  
The murder of Lt Cmdr Albert A. Schaufelberger III  
in El Salvador  
Attack against American Embassy in Beirut  
Massacre of U.S. Marines in Beirut

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<sup>29</sup>

Ibid.

<sup>30</sup>

David P. Williams, "'Secret' Warriors," U.S. News & World Report, 29 November 1982, p. 5.

The kidnapping of General Dozier and the massacre of the Marines in Beirut received the most press coverage. After the initial neutral articles on the details of the terrorist act in Beirut, the articles reflected unfavorably on the security precautions taken for the Marines. There was concern that the Marines did not take sufficient security precautions based on the rapidly deteriorating security situation.<sup>31</sup>

This author was surprised to discover that approximately eight months earlier the Commander of the U.S. Marine Peacekeeping Force, Col. James Head, made the following comment concerning the terrorist attack on the American Embassy in Beirut. "The embassy was not adequately protected," he said. "There was no way an unidentified vehicle with an unidentified driver should have been allowed in."<sup>32</sup>

#### Weapons/Equipment

U.S. military weapons and equipment received both favorable and unfavorable publicity. However, most of the items were favorable. Many critics of defense spending criticized the capabilities of the military's newer weapons systems. A Reader's Digest article criticized the Army's

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Kenneth W. Banta, "Visibility vs. Vulnerability," Time, 7 November 1983, p. 39.

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Angus Denning with Holger Jensen, James Pringle, and Joyce Barnathan, "Blood and Terror in Beirut," Newsweek, 2 May 1983, pp. 24-25.

Bradley Fighting Vehicle for costing ten times as much as current troop carriers, for carrying fewer men, and for having aluminum armor that endangers the troops it is supposed to protect.<sup>33</sup> On the other hand, the Israelis, using high tech U.S. weapons against the Syrians, added favorably to the Pentagon's controversial drive for superweapons.<sup>34</sup>

### Military History

An item was considered military history if it contained information on the Korean War and the period prior to this war. Most of the historical items reviewed were book reviews. One book gave particularly contrasting images of Gen. Dwight D. Eisenhower.

The Eisenhower of Eisenhower is a tower of appealing contradictions: ambitious but diffident; short-tempered but generous; flirtatious with his wartime driver Kay Summersby, but, Ambrose insists, scrupulously faithful to wife Mamie.<sup>35</sup>

### Personnel

There were many articles in the magazines that were simply biographical sketches on an individual service

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William Bolx, "The Army's \$11 - Billion Deathtrap," *Reader's Digest*, August 1983, p. 125.

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Robert S. Dudley, "Lebanon, Falklands: Tests in High-Tech War," *U.S. News & World Report*, 16 August 1982, p. 24.

35

Donald Morrison, review of *Eisenhower: Soldier, General of the Army, President-Elect*, by Stephen E. Ambrose, in *Time*, 3 October 1983, p. 81.

member. These articles or extracts were placed in the Personnel subject area. Women were given their own subject area because they were a separate and distinct issue during the period of this analysis.

Cmdr. Gerald Michael Vanderwier, U.S. Navy, and Lt. Col. Guion S. Bluford, Jr., U.S. Air Force, were just two of the military celebrities during the 1982-1983 time period. Cmdr. Vanderwier was a highly decorated 19-year Navy veteran who was convicted of engaging in homosexual relations with a member of the crew of the ship he was commanding. Navy prosecutor Cmdr. H. Troy Nicks commented, "This man has dragged the honor and the esteem of the U.S. Navy Officer Corps through the mud."<sup>36</sup> On a lighter side, Lt. Col. Bluford received some favorable press, as America's first black astronaut. Lt. Col. Bluford's success story is highlighted by his achievements. He has a Ph. D. in aerospace engineering, flew 144 combat missions in Vietnam,<sup>37</sup> and is one of only four blacks in the astronaut program.

### Discontent

The discontent subject area included drug and alcohol abuse, absent without leave (AWOL), desertion, and

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<sup>36</sup>

Charles Leechsen with Mary Lord and Elaine Shannon, "Our Standards Are Different," *Newsweek*, 12 December 1983, p. 48.

<sup>37</sup>

Anastasia Toufexis, "NASA Readies a Nighttime Dazzler," *Time*, 29 August 1983, p. 62.

defectors. An article on drug and alcohol abuse stated that seven percent of the personnel in the military have a drinking problem. However, the article was about the steps that the military was taking to combat this recognized problem.<sup>38</sup> On the other hand, one writer in a Letter to the Editor column did not feel the military had taken the appropriate steps to curb alcohol abuse. He believed that the military encourages drinking by awarding troops with keg parties, reduced liquor prices at military clubs, and tax-free alcohol.<sup>39</sup>

#### Leadership

There were many items on individual U.S. military leaders and the leadership capabilities of U.S. military personnel. When an article was about an individual leader it was most often favorable. However, when the article was discussing the general leadership capability of the military it was most often unfavorable.

The leadership and management capabilities of the Pentagon were most often criticized. One article on management in the Pentagon included an unfavorable comment by Senator Charles Grassley. "Why should we pour even more money into the Pentagon when the place is rotting with bad

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<sup>38</sup>

Bill Roeder, "A Pentagon War on Alcohol Abuse," *Newsweek*, 8 February 1982, p. 21.

<sup>39</sup>

Diane Lynch and Jim Perez, "Drinking in the Military," *Newsweek*, 1 March 1982, p. 7.

management?"<sup>40</sup> Additionally, an extract on the Strategic Arms Reduction Talks (START) stated that rivalries between the services, the Pentagon, and the State Department were complicating efforts to formulate a U.S. negotiating position.<sup>41</sup>

### Training/Readiness

The training subject area included material on training, readiness, and exercises in which the U.S. military forces participated during the 1982-1983 time period. A balanced article on training reported on "Gallant Eagle 82", an exercise conducted in the California desert. During this exercise, which included a large parachute drop, 5 paratroopers were killed and several injured. This accident rate was higher than normal and cast doubts on the decision to go ahead with the drop. However, sources in the article believed the exercise was a qualified success because of morale, readiness, and demonstrated airlift capability.<sup>42</sup>

### Veterans

Items in this subject area were primarily about Vietnam veterans and how they are doing today.

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Marvin Stone, "Is the Pentagon Hopeless?," *U.S. News & World Report*, 15 August 1983, p. 70.

41

Janice Castro, "START Turns to STALL," *Time*, 5 April 1982, p. 19.

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"A Telling Test for America's Strike Force," *U.S. News & World Report*, 12 April 1982, p. 28.

No other veterans in U.S. history have endured the kind of hostility that confronted the GIs who came home from Vietnam, yet most have slipped into the mainstream of American society and today lead productive lives.<sup>43</sup>

This quote came from a U.S. News & World Report article that brought the reader up to date on the lives of eight men who served in Vietnam. All of the eight men in the article are doing exceptionally well today, with professions ranging from congressional aide to doctor.<sup>44</sup>

#### Women

Since 1972 a large number of women have entered the Army. At present, more than 65,000 women are serving. However, over the past decade, senior commanders have raised concern over the role of women in the Army. Their concerns range from high attrition rates to their use in combat.<sup>45</sup>

An article in U.S. News & World Report noted that the tide has turned against the female soldier.

A decade-long effort to put women into traditionally male jobs has not paid off in better combat readiness. Some even believe that it has been harmful.<sup>46</sup>

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Wendell S. Mennick, "8 Vietnam Vets Who Came Out Winners," U.S. News & World Report, 29 March 1982, p. 45.

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Ibid., pp. 45-47.

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"Women in the Army: Review Group Results," Air Defense Antilanz, Summer 1983, p. 26.

46

Robert S. Dudley, "Women in the Army - End of a Honeymoon," U.S. News & World Report, 4 October, 1982, p. 51.

In addition to the combat readiness problem, women have a 14% higher attrition rate than men. The physical and mental stress of military life is one reason for high attrition. However, the women say that the suspicion, resentment, and harassment to which men subject them may be a more important reason.<sup>47</sup>

#### U.S. Forces Around the World

U.S. Forces Around the World was used as a main subject area because U.S. troop deployments were a major news item during the 1982-1983 time period. An article was placed in this main subject area if it did not fall into one of the four subareas: Latin America, Europe, Grenada, and the Middle East.

By the end of 1982, there were 543,000 U.S. soldiers, sailors, airmen, and marines deployed in foreign countries. This is 28,350 more than a year earlier, a 6 percent increase.<sup>48</sup>

These figures reflect the strengthening of traditional military commitments in Europe and the Far East -- but also the military's growing commitment to the Middle East and Central America.<sup>49</sup>

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<sup>47</sup>

Ibid., p. 52.

<sup>48</sup>

"Where American Troops Serve at Year's End," U.S. News & World Report, 27 December 1982/3 January 1983, p. 46.

<sup>49</sup>

Ibid.

## Europe

The U.S. continues to have a strong commitment to the defense of Europe. This survey revealed contradictory opinions on the quality of that force. A favorable opinion was expressed in an interview with Gen. Frederick J. Kroesen, Commander in Chief, US Army, Europe and Seventh Army.

Actually our greatest strength is the overall caliber of the American soldier. I've been in the Army for 40 years and this is the best peacetime force I've ever seen.<sup>50</sup>

We have never had a force called out on alert or assigned a mission that has been affected adversely by people who were under the influence of narcotics or alcohol.<sup>51</sup>

An unfavorable opinion was written by a European correspondent for U.S. News & World Report. This article contained views by both the Bonn government and American soldiers.

Criticism of the U.S. fighting man extends to the top of the Bonn government. Chancellor Helmut Schmidt privately has told callers that the average GI is inferior to his German counterpart and is likely to remain so until the U.S. restores the draft. Finance Minister Hans Matthofer makes this derogatory comparison: "German soldiers can all read and write. We don't have a drug problem."<sup>52</sup>

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"GI's in Europe: 'Good Now, Going to Get Better'," U.S. News & World Report, 9 August 1982, p. 23.

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Ibid.

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Robert Haeger, "Can GI's in Europe Answer a Call to Combat?," U.S. News & World Report, 19 April 1982, p. 59.

"We're taking guys who really can't read or write and putting them into a tank, a 2-million-dollar piece of equipment," says a sergeant in one armored unit. "There's a big, fat manual for operating it. But what good is that to an illiterate?"<sup>53</sup>

### Grenada

Most magazine items that reported on the performance of the U.S. Marines in Grenada reflected favorably on the U.S. Military. President Reagan in a speech to the Congressional Medal of Honor Society commented: "Our days of weakness are over. Our military forces are back on their feet and standing tall."<sup>54</sup> However, some items presented a balanced view that also reflected unfavorably on the performance of U.S. forces and the military.

There were also some tragic mistakes. The worst was the U.S. bombing of a mental hospital, some 200 yards from Fort Frederick, on Richmond Hill above St. George's.<sup>55</sup>

Another mistake resulted in a Navy Corsair strafing U.S. paratroopers and wounding twelve of them.<sup>56</sup>

### Latin America

In Latin America the U.S. has military personnel in El Salvador and Honduras to help train the armies of these countries to fight Marxist insurgents. In Latin America the

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<sup>53</sup>

Ibid.

<sup>54</sup>

"Fare Well, Grenada," *Time*, 26 December 1983, p. 11.

<sup>55</sup>

Ed Magnuson, "Now to Make It Work," *Time*, 14 November 1983, p. 24.

<sup>56</sup>

Ibid.

U.S. military reportedly trains local forces to interdict arms shipments from Cuba and to covertly harass the Marxist Sandinista regime. Reportedly no more than 50 U.S. military advisers are in any of these countries.<sup>57</sup>

The majority of the articles on troops in Latin America were neutral on the military. They just reported the facts and did not pass judgment. One article that reflected favorably on the U.S. military in the region commented on the quality of the military advisers.

They are handpicked from the U.S. Army, Navy and Air Force. All speak Spanish, and all have had previous tours of duty in Latin America or similar missions. Some have Vietnam combat experience and they average about 12 years service.<sup>58</sup>

#### Middle East

In 1982 U.S. forces made two deployments to the Mideast. In April of 1982, for the first time, U.S. forces took a direct role in the efforts to ensure Mideast peace. paratroopers (800) from the 82nd Airborne Division were the main part of the 11 - nation U.N. peacekeeping force placed in the Sinai to patrol the buffer zone between Egypt and Israel.<sup>59</sup> In September of 1982, 300 U.S. Marines landed in

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"Where American Troops Serve at Year's End," U.S. News & World Report, 27 December 1982/3 January 1983, p. 46.

58

"Our Shadow GI's in a Civil War," U.S. News & World Report, 11 October 1982, p. 86.

59

"Now Americans Keep the Peace in Sinai," U.S. News & World Report, 12 April 1982, p. 26.

Beirut. Their mission was to assist in the evacuation of 7,000 Palestinian Liberation Organization guerrillas from the Lebanese capital.<sup>60</sup>

The Marines in Beirut became one of the big news articles of 1982 and 1983. This was due to the continued fighting in the area, the resulting Marine deaths, and the controversy over the Marine's mission in Lebanon. The majority of items on the soldiers and their performance were favorable.

"They have proven themselves," said the company CO, Capt. Paul Ray, who termed his unit's morale "outstanding" despite its lack of combat experience.<sup>61</sup>

However, all items did not reflect favorably on the Marines and their performance.

While the Pentagon keeps dismissing allegations of heavy drug use among Marines in Lebanon, Marines who have served there say the easy availability and low cost of hashish coupled with infrequent urine tests has made the peacekeeping tour of duty a "pot smoker's paradise."<sup>62</sup>

#### Vietnam War

The Vietnam War is now history and as a result mass media magazines no longer contain many items on the war.

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<sup>60</sup>

William E. Smith, "The Marines Have Landed," *Time*, 6 September 1982, p. 26.

<sup>61</sup>

James Pringle and Andrew Nagorski, "Sand Bag City Fights Back," *Newsweek*, 12 September 1983, p. 42.

<sup>62</sup>

Mark Stann, "Marines in Lebanon Going to Pot?," *Newsweek*, 21 February 1983, p. 21.

While the Vietnam War dominated LTC Wilhelm's 1968-1978 content analysis it was only one of many subject areas in this study. Items on the Vietnam War were favorable, unfavorable, balanced, and neutral. An American helicopter pilot in Vietnam viewed the war favorably because he believed that freedom anywhere is worth fighting for.<sup>63</sup> On the other hand, a book reviewer commenting on Robert Pison's *The End of the Line: The Siege of Khe Sanh*, made the war and its leaders look ineffective. The reviewer interpreted Pison to believe that the tragic fiasco at Khe Sanh exactly symbolized the entire Vietnam War in miniature.<sup>64</sup>

#### POWs

April 1, 1983 marked the day when ten years earlier the last American prisoner of war came home from North Vietnam. Today the 591 ex-POWs are scattered throughout the nation. Most have recovered very well from the physical and emotional effects of torture and captivity and many are now fulfilling the dreams and plans they made while in captivity.<sup>65</sup>

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<sup>63</sup>

Robert B. Robeson, "Recollections of a Proud Veteran," *Readers Digest*, December 1982, p. 149.

<sup>64</sup>

Gene Lyons, review of *The End of the Line: The Siege of Khe Sanh*, by Robert Pison, in *Newsweek*, 30 August 1983, p. 65.

<sup>65</sup>

Kathryn Johnson, "A Return Visit With POW's -- 10 Years Later," *USA News & World Report*, 28 March, 1983, p. 40.

## Vietnam Memorial

In November of 1982 the Vietnam Memorial in Washington, D.C. was dedicated. Although the memorial's design was controversial, the articles on the memorial and its significance were almost totally favorable.

It is a memorial to the young and their nation, to the coming together finally in human tribute. G.I.s and Presidents will walk side by side in memory. Differences will merge.<sup>66</sup>

Washington's new Vietnam Veterans Memorial offers a stark reminder of the cost of war - and balm at last to a wound too long in need of healing.<sup>67</sup>

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<sup>66</sup>

Hugh Sidey, "Tribute to Sacrifice," *Time*, 22 February 1982, p. 19.

<sup>67</sup>

William Broyles, Jr., "Peace Be With You...", *Reader's Digest*, March 1983, p. 103.

## CHAPTER IV

### CONTENT ANALYSIS RESULTS

The purpose of Chapter 4 is to present the data collected from the twenty-one magazines used in this content analysis and to compare the composite results with an earlier study. To accomplish this the total number of magazine items was computed for each category (favorable, unfavorable, balanced, and neutral) in order to determine the percentage of items in each category. The same data were then computed by weighting circulation and then by weighting the items by relative size (articles vs extracts). This two-year data was then compared with the results of LTC Wilhelm's 1971 three-year results.

Percentages and ratios were compared with the results of the 1971 study and not with the number of items found. The 1971 study found more military news items than this study for a number of reasons. First, the earlier study was during the Vietnam War when the military received more press attention. Second, some of the magazines that yielded many of articles on the military in the 1971 study were not used for this analysis. *Life* and *Look* are two examples. *Life* was not used because it did not meet the circulation criteria (1.1 million) and *Look* is no longer published. Finally, this content analysis used a two-year period while the 1971 study used a three-year period.

In addition to the composite data results, Chapter 4 contains a breakdown by magazine of the compiled data. First, the number of items found in each category for each military subject area is shown by magazine. Second, an analysis of the total number of items found in each military subject area is presented.

### Composite Results

#### Unadjusted Data

But even beyond Vietnam and factors unique to armed forces and society in the United States, the public decline of the American military establishment may well be part of a more pervasive pattern occurring throughout Western parliamentary democracies. Researchers on contemporary armed forces in Western Europe, the United Kingdom, Canada, and Australia, have all noted the sharp depreciation of the military's standing in these societies.<sup>1</sup>

Does the quote above, extracted from a 1971 book, reflect the public image and state of the armed forces in America today? The content analysis of the magazines analyzed for this study presents a different image of the military today. The total content analysis revealed that there were more favorable than unfavorable items by a 10% margin. Additionally, the ratio of favorable to unfavorable items was 1.0:0.7.

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<sup>1</sup>

Charles C. Moskos, Jr., ed., *Public Opinion and the Military Establishment*, (Beverly Hills: Sage Publications, 1971), Introduction by Charles C. Moskos, Jr., p. xiii.

### Unadjusted Data

Category	Number of Items	Percent of Total Items
Favorable	325	35.9
Unfavorable	160	25.4
Balanced	46	7.3
Neutral	198	31.4

Compared with LTC Wilhelm's 1971 study, the data from this study revealed a significant change in the favorable and unfavorable percentages.

### 1971 Unadjusted Data

Category	Number of Items	Percent of Total Items
Favorable	1147	30.9
Unfavorable	1621	43.7
Balanced	555	14.9
Neutral	393	10.5

SOURCE: E.A. Wilhelm, LTC., USA, "The Public Image of the Military in Leading Magazines (1968-1970)", "Master Thesis, (U.S. Army Command and General Staff College, 1971), p. 87.

Comparison of the data shows a large decline in the percentage of items in the unfavorable category (43.7% to 25.4%), a significant increase in the percentage of favorable items (30.9% to 35.9%), and a significant increase in the percentage of items in the neutral category (10.5% to 31.4%). In 1971 the ratio of favorable to unfavorable items was 1.0:1.4 as compared to a ratio of 1.0:0.7 for this study.

#### Adjusted Circulation

Next, the data was weighted by circulation. The number of items in each category (favorable, unfavorable, balanced, and neutral) in each magazine was multiplied by that magazine's circulation figure in millions. The weighted figures of each magazine were then totaled. This was done to see if the magazines with a larger reading population skewed the results.

#### Adjusted Circulation

Category	Number of Items X Circulation in Millions	Percent of Weighted Items
Favorable	851.3	37.1
Unfavorable	627	27.3
Balanced	149.1	6.5
Neutral	670.3	29.1

Taking this study's unadjusted data and weighting the statistics by circulation did not change the percentages significantly. The statistics reveal that both the percentage of the favorable and unfavorable items went up slightly while the percentage of neutral and balanced items went down slightly. The favorable to unfavorable ratio of the circulation data was 1.0:0.7. This was the same as the unweighted statistics.

In the 1971 study, when the data were weighted by circulation, the ratio of favorable to unfavorable items increased from 1.0:1.4 to 1.0:1.5<sup>2</sup>

#### Adjusted Articles x 4

Another method to compare the results of the unadjusted composite data of this study was to give articles a weight factor. Articles can be considered more important than extracts because they were normally authored and because they were larger. Articles were given a weight factor of 4<sup>3</sup> which is the same weight factor used in the 1971 study.

#### Adjusted Articles x 4

Category	Number of Items Extracts + (Articles x 4)	Percent of Weighted Items
Favorable	655	36.0
Unfavorable	407	22.5
Balanced	166	9.2
Neutral	584	32.2

This data, when compared with this study's unadjusted data, reveals almost no change in the favorable percentages (35.9% vs 36.0%) but a significant decrease in the percentage of unfavorable items (25.1% vs 22.5%). The ratio of favorable to unfavorable items decreased from 1.0:0.7 to 1.0:0.6. The percentage of unfavorable items decreased because the ratio of favorable to unfavorable articles (1.0:0.7) was better than the ratio of favorable to unfavorable extracts.

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<sup>2</sup>

Wilhelm, "The Public Image of the Military in Leading Magazines" (1968-1970), p. 88

<sup>3</sup>

Ibid.

Similarly, in the 1971 study there were more favorable articles than extracts. As a result, after weighting articles the percentage of favorable items increased (30.9% to 33.8%) and the percentage of unfavorable items decreased (43.7% to 39.6%).<sup>4</sup> The 1971 statistics were affected more favorably when articles were given more weight than extracts.

#### Defense Spending Adjustment

The final method of comparing this study's data was to compare the unadjusted data with percentages calculated after removing the items from the Defense/Budget Spending category. These statistics were computed because this category contained many items and had the worst favorable to unfavorable ratio (1.0:7.5).

#### Defense Spending Adjustment

Category	Number of Items Excluding Defense Spending	Percent of Items
Favorable	210	38.4
Unfavorable	97	17.7
Balanced	50	9.2
Neutral	190	34.7

The data showed a significant decrease in the percentage of unfavorable items from 25.1% to 17.7% and an increase in the percentage of favorable items from 35.9% to 38.4%. The ratio of favorable to unfavorable items also

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<sup>4</sup>

Ibid., p. 89.

decreased significantly. The unadjusted ratio of favorable-to-unfavorable items was 1.0:0.7 while the ratio with Defense Spending items excluded was 1.0:0.5.

#### Summary Data

The results of the composite data used for this analysis are listed below:

#### Summary Data

	Percentage of Items			
	Favorable	Unfavorable	Balanced	Neutral
Unadjusted Data	35.9	25.4	7.3	31.4
Adjusted Circulation	37.1	27.3	6.5	29.1
Adjusted Articles x 4	36.0	22.5	9.2	32.2
Defense Spending Adjustment	38.4	17.7	9.2	34.7

The composite results of the 1971 study that were used for comparison are listed below:

#### 1971 Summary Data

	Percentage of Items			
	Favorable	Unfavorable	Balanced	Neutral
Composite Analysis				
Unadjusted Data	30.9	43.7	14.9	10.5
Adjusted Circulation	30.6	45.1	11.5	12.8
Adjusted Articles x 4	33.8	39.6	18.3	8.3

SOURCE: Wilhelm, "Public Image of the Military in Leading Magazines." p. 91.

### Individual Magazine Results

To have a better understanding of the statistical data as a whole it was necessary to look at the individual parts. The content analysis results of the individual magazines in this study were added together to compile the composite data. It is important to look at individual magazine results because each magazine was different. Each magazine had its own editorial style and each was written for a particular audience.

Included in the analysis of each magazine used in this study is some background information, the favorable and unfavorable percentages and/or the favorable-to-unfavorable ratio, and the breakdown of the total data. Background information is provided to show the type of news items, editorial style, and readership of each magazine. Percentages and ratios are given to show how each magazine reflected the image of the military. The total data are provided in an appendix for each magazine. Each appendix shows the number of articles and extracts in each category (favorable, unfavorable, balanced, and neutral) for each military subject area.

## General Editorial Magazines

### Reader's Digest

Reader's Digest is published in sixteen different languages, is published in Braille, and sells over eighteen million copies monthly. Although some argue that all literary art, poetry, and philosophy are removed from the condensations in the book, they do not understand that many readers want short stories that leave their thoughts and preconceived notions intact.<sup>5</sup>

Most people believe that Reader's Digest is a reprint magazine. However, that is not the case. Approximately two-thirds to three-quarters of the articles are either staff written or planted by the editors. The articles are then planted in other magazines and reprinted from there.<sup>6</sup>

Reader's Digest is a conservative magazine that emphasizes traditional morality, basic religious beliefs, opposes big government, is against communism, and is unfriendly toward Democratic administrations. In addition, the editors have supported many liberal causes to include civilian control of the military.<sup>7</sup>

Appendix F shows that most of the items were in the favorable category 62%. The favorable-to-unfavorable ratio

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Katz, *Magazines for Libraries*, p. 461.

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Evan Ina Farber, *Classified List of Periodicals for the College Library*, (Westwood, Mass: The F.W. Raxon Company, Inc., 1972), p. 220.

7

Ibid., p. 221.

was 1.0:0.4. These statistics support the view that Reader's Digest operates to make the individual feel more secure, more successful in his human contacts, and better satisfied with his position in life.<sup>8</sup>

### Time

Its beginning and quick success is almost legendary in the history of American journalism, and for many years it was the undisputed leader of national newsmagazines.<sup>9</sup>

Time was founded in 1923 by Henry Luce and Briton Haden. Their proposed magazine was to organize the week's news into departments and describe the people who made that news.<sup>10</sup>

Time magazine's reputation and influence are still considerable. However, critics claim that the magazine lacks objectivity and often the magazine inserts opinion into news stories through descriptors rather than a straight forward statement of positions.<sup>11</sup>

Time magazine contained a 1.0:1.02 favorable-to-unfavorable ratio. The percentage of favorable items was 28.3% and the percentage of unfavorable items was 29.8% (see

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<sup>8</sup> James Playsted Wood, *Magazines in the United States*, 3d ed., (New York: The Ronald Press Company, 1971), p. 244.

<sup>9</sup> Farber, *Classified List of Periodicals for the College Library*, p. 227.

<sup>10</sup> James Playsted Wood, *Magazines in the United States*, 2d ed., (New York: The Ronald Press Company, 1956), p. 200.

<sup>11</sup> Farber, *Classified List of Periodicals for the College*, p. 227.

appendix G). The data shows a more balanced image of the military and does not reflect the opinion of a *Time* Pentagon correspondent.

*Time's* "sober view of the world and innate Republicanism" has kept it, and still keeps it, from being antimilitary, according to correspondent Bruce Nelan.<sup>12</sup>

#### Redbook

In 1951 *Redbook* added the subtitle, "The Magazine for Young Adults," to signify that the magazine had been<sup>13</sup> overhauled and was targeting a new audience. Today the magazine continues to target young, single women or married women with children who may work. Editorial content includes the usual beauty, fashion, diet, health, home and money topics. Articles address women's issues to include career planning, equal pay, respect, and single parenthood.<sup>14</sup>

The content analysis revealed that there were no articles relating to the military.

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<sup>12</sup>

Robert S. Sims, *The Pentagon Reporters*, (Washington, D.C.: National Defense University Press, 1983), p. 83.

<sup>13</sup>

Theodore Peterson, *Magazines in the Twentieth Century*, (Urbana: University of Illinois Press, 1964), p. 208.

<sup>14</sup>

Katz, *Magazines for Libraries*, p. 903.

## Newsweek

Newsweek was founded in 1933 by a former editor for Time. The magazine struggled until 1937 when it merged with Today, a magazine that reported the news, provided its background, and interpreted it. Interpreting the news became its most notable characteristic, for instead of anonymously writing its opinions, it featured signed columns.<sup>15</sup>

There is very little difference between Newsweek and its chief rival, Time. Both are popular, general, mass circulation newsmagazines read by a population of millions. Both magazines have detailed table of contents covering a wide variety of stories.<sup>16</sup> One survey, of senior military officers, indicated that Newsweek was more fair and less biased than Time.<sup>17</sup>

The individual data on Newsweek (see appendix H) showed that 22.7% of the items were favorable and 32% were unfavorable. This is a favorable-to-unfavorable ratio of 1.0:1.4. Newsweek may not be as biased as Time, but it contained a higher percentage and ratio of articles that reflected poorly on the military.

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<sup>15</sup>

Farber, Classified List of Periodicals for the College Library, p. 214.

<sup>16</sup>

Katz, Magazines for Libraries, p. 696.

<sup>17</sup>

Sims, The Pentagon Reporters, p. 78.

## Cosmopolitan

*Cosmopolitan* carries the motto, "The world is my country and all mankind are my countrymen." The magazine was founded in 1886, in Rochester, New York by Schlicht and Field.<sup>18</sup>

*Cosmopolitan* promotes an image of a woman who is perfect in every way, always gets her man, and always knows what to do for him. Articles in *Cosmopolitan* are focused on the female-male relationship and sexual behavior. The provocative covers promise articles on the sexually liberated woman; however, on the inside the old attitude of women as sex objects is reinforced.<sup>19</sup>

Of the five items found in *Cosmopolitan*, two were favorable, two were unfavorable, and one was balanced. Three of the items were movie reviews, one was a book review, and only one was an article (see appendix I).

## People

As its title suggests, *People* takes gossip from the corner bar, the water cooler, and the back fence and places it on the pages of a widely circulated magazine, thereby bestowing a measure of respectability on one of the most ancient of human amusements.<sup>20</sup>

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<sup>18</sup>

Peterson, *Magazines in the Twentieth Century*, p. 213.

<sup>19</sup>

Katz, *Magazines for Millions*, p. 901.

<sup>20</sup>

Katz, *Magazines for Libraries*, p. 460.

The photographs of well-known personalities dominate each issue of *People* and the accompanying text is relatively short and bland.<sup>21</sup> Among the U.S. military personalities to appear on the pages of *People* during 1982 and 1983 were former P.O.W. James Stockdale, former Green Beret Lt. Col. James G. "Bo" Gritz, ex-Air Force General Chuck Yeager, and retiring Army General Pete Dawkins.

On July 29, in a ceremony at Fort Myer, Va., Brig. Gen. Peter M. Dawkins, Heisman Trophy winner, Rhodes Scholar, Vietnam War hero, 24 years an officer and a strong bet to be Army Chief of Staff, became a civilian.<sup>22</sup>

44% of the items in *People* were favorable, which reflects the magazine's normally upbeat articles on the personalities in each issue. The favorable-to-unfavorable ratio was 1.0:0.06 (see appendix J).

#### U.S. News & World Report

U.S. News & World Report was established in 1933 by David Lawrence. In the beginning the magazine was called *U.S. News* and the focus was on national news. In 1946 Lawrence started another publication, *World Report*, to report on world news and international affairs. The two<sup>23</sup> magazines were combined in 1948.

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<sup>21</sup>

Ibid., p. 460.

<sup>22</sup>

Josiah Bunting, "The Army's Loss Is Politics Gain as Pete Dawkins, Football Star and War Hero, Moves On," *People*, August 15, 1983, p. 67.

<sup>23</sup>

Peterson, *Magazines in the Twentieth Century*, pp. 333-334.

The magazine appeal is conservative, sharing that orientation with the popular *Time* and *Newsweek*. It differs from *Time* and *Newsweek* in that it places more emphasis on business and economics news of all kinds. Additionally, it does not cover the general news like sports, culture, and entertainment. It does an excellent job of presenting the maximum amount of news each week, often in the form of interviews.<sup>24</sup>

Of the three news magazines (*Time*, *Newsweek*, and *U.S. News & World Report*) *U.S. News & World Report* had the highest percentage of favorable news items (37%) and the best favorable-to-unfavorable ratio (1.0:0.5) (see appendix K).

#### Smithsonian

The *Smithsonian* began publication in 1970 to reflect the interest of the Smithsonian Institution. The editors provide articles on a wide variety of interests: art, nature, archaeology, education, ecology, and history. The articles are well-informed and most articles have well done color or black and white photographs.<sup>25</sup>

There was only one article relating to the military in *Smithsonian* magazine (see appendix L). The article was a

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<sup>24</sup>

Katz, *Magazines for Libraries*, p. 699.

<sup>25</sup>

Marian H. Scott, *Periodicals for School Libraries: A Guide to Magazines, Newspapers, and Periodical Indexes*. Revised Edition, (Chicago: American Library Association, 1973), p. 221.

historical account of the World War II raid on the Schweinfurt ball bearing factories.

It remains to the credit of Arnold, Eaker, and their young crews of heroes that they set out with the genuine intention of sparing friend and foe alike the traditional cost of victory -- and defeat.<sup>26</sup>

#### Popular Science

Popular Science was established in 1872 by Edward L. Youmans to spread scientific knowledge. The magazine took advantage of the rapid growth of science and technology during World War II by increasing the amount of coverage on science and industry.<sup>27</sup>

Popular Science is different from Popular Mechanics in that the emphasis is more on science. However, this difference is not very big. The articles in the magazine cover the new products that science and industry are making available to the consumer.<sup>28</sup>

The items in Popular Science were overwhelmingly favorable (see appendix M). There were thirteen items; all were on military weapons and equipment and eleven were favorable (85%).

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<sup>26</sup>

John Keegan, "We Wanted Beady-Eyed Guys Just Absolutely Holding the Course," Smithsonian Magazine, August 1983, p. 43.

<sup>27</sup>

Peterson, *Magazines in the Twentieth Century*, pp. 371-372.

<sup>28</sup>

Katz, *Magazines for Libraries*, p. 802.

### Popular Mechanics

Popular Mechanics was founded in 1902 by Henry H. Windsor, Sr. Initially, the magazine was a sixteen-page weekly, but by 1903 it became a monthly magazine. The early editorial content consisted of news, science and technology,<sup>29</sup> shop mechanics, and how-to articles.

Today Popular Mechanics is a standard "how-to-do-it" magazine with emphasis on practical application rather than theory. Articles are amply illustrated and contain data on automobiles and driving, science and inventions, shop and craft, electronics, radio and TV, photography, boating, and outdoor recreation. Additionally, the magazine contains directions for projects and tips on repair and care of equipment.<sup>30</sup>

All but one of the twenty-five items on the military were about military weapons and equipment (see appendix N). Similar to Popular Science the items were almost totally favorable. Eighty-eight percent of the items reviewed presented the subject military weapon or piece of equipment favorably.

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<sup>29</sup>

Peterson, *Magazines in the Twentieth Century*, pp. 221-222.

<sup>30</sup>

Katz, *Magazines for Libraries*, p. 801.

## Ebony

The black community in America has had its own magazine since 1937. The first successful 20th century black magazine was Negro Digest established in 1942 by John H. Johnston. Three years later Johnston founded Ebony magazine, which was patterned after Life in both style and content.<sup>31</sup>

The emphasis in Ebony is on the "positive, everyday achievements" of blacks. The readership is almost entirely black and is directed primarily toward the middle class. Ebony is open to readers' suggestions and approval and can therefore be regarded as reflecting fairly accurately the opinions and goals of this segment of the population. A main feature of this magazine is the success story of the black, especially when due to individual merit.<sup>32</sup>

The content analysis of Ebony revealed eleven items (see Appendix D). All seven of the items that were favorable (64.0%) were about blacks in the military who have done well. The favorable to unfavorable ratio was 1.0:0.14.

Soaring eagles have nothing on 2nd Lt Theresa Clairborne, the first black woman pilot for the United States Air Force.<sup>33</sup>

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John Tebbel, The American Magazine: A Compact History, (New York: Hawthorn Books, Inc., 1969), pp. 259-261.

32

Farber, Classified List of Periodicals for the College Library, p. 193.

33

"Air Force Graduates First Black Woman Pilot," Ebony, January 1983, p. 46.

### Changing Times

Because of its lack of depth, it has a limited use for courses in home economics: it is mostly of general interest.<sup>34</sup>

The well-written articles and features are aimed at fulfilling the editorial goal of "helping readers to live better." Most libraries will find this magazine highly popular and very informative.<sup>35</sup>

*Changing Times* is a magazine that deals with the problems that consumers face in everyday life. Insurance, housing, health, career information, and education are the types of issues that this magazine deals with.<sup>36</sup> One article on education, used in this analysis, talked about the excellent college scholarships awarded by the Army, Air Force, and Navy Reserve Officer Training.<sup>37</sup>

Appendix P shows there were only five military-related news items in *Changing Times*. The favorable-to-unfavorable ratio was 1.0:1.0.

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<sup>34</sup>

Farber, *Classified List of Periodicals for the College Library*, p. 263.

<sup>35</sup>

Katz, *Magazines for Libraries*, p. 267.

<sup>36</sup>

*Ibid.*, p. 267.

<sup>37</sup>

"Paying for College with Less Help from Uncle Sam," *Changing Times*, October 1982, p. 54.

## Women's Magazines

### Woman's Day

Woman's Day is an inexpensive magazine, sold primarily in supermarkets, that offers advice, recipes, coupons, and features for homemakers.<sup>38</sup>

Woman's Day, established in 1937, was planned to be a free service magazine for A & P customers. However, the demand for the magazine grew so rapidly it was not possible to distribute it free of charge.<sup>39</sup>

Today Woman's Day is the chief competitor of Family Circle. Most of the magazine is devoted to advertisements, product information, and departments that cover homemaker topics. Occasionally there are feature articles that address women's issues and concerns.<sup>40</sup>

There were only two items on the military in Woman's Day. Both items were articles and both were favorable (see appendix Q).

### McCall's

McCall's magazine has the largest circulation among subscription women's magazines. This is probably due to the fact that McCall's appeals to the largest age group, women 25 to 40. To appeal to such a large and diverse group of

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<sup>38</sup>

Katz, *Magazines for Libraries*, p. 906.

<sup>39</sup>

Wood, *Magazines in the United States*, 2d. ed., p. 259.

<sup>40</sup>

Katz, *Magazines for Libraries*, p. 906.

women. McCall's articles and features address the concerns<sup>41</sup> and interests of women in the 1980s.

Apparently the concerns of women in the 1980s do not include the military. Of the seven items found on the military, all were extracts and five of the extracts were movie reviews (see appendix R). The favorable-to-unfavorable ratio was 1.0:3.0. All of the unfavorable items were movie reviews.

#### Good Housekeeping

Good Housekeeping, the "Magazine America Lives By," has a circulation rate of over 5 million copies monthly and is considered the homemaker's bible. The magazine contains departments on diet, nutrition, fashion, interior decorating, and home building. Features and articles<sup>42</sup> concern love, marriage, mothering, and self-esteem. As a result, there was only one article concerning the military in this magazine (see appendix S). The article was about ROTC scholarships and was favorable.

#### Ladies Home Journal

From 1889-1919 Ladies Home Journal was one of the nation's most popular and influential magazines. From 1935

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<sup>41</sup>

Katz, *Magazines for Libraries*, p. 903.

<sup>42</sup>

Katz, *Magazines for Libraries*, p. 902.

to 1962 its circulation was double the combined total of  
McCall's and Good Housekeeping.<sup>43</sup> Today LHJ is number three  
of the three big women's magazines and is the least  
progressive of the three.<sup>44</sup>

Ladies Home Journal focuses on women who are between  
the ages of 20 and 40, who have children, and who may work  
outside the home. Additionally, LHJ contains many "how to"  
articles and the editorial content is mainly concerned with  
emotional trauma, family relationships, love and marriage.<sup>45</sup>

Of the 24 issues reviewed there was only one article  
relating to the military. This article was on the U.S. Army  
Diet. The article was favorable (see appendix T).

#### Glamour

Glamour is one of the top women's magazines that has  
traditionally appealed to the young career woman and the  
college student. Today 80 percent of the women who  
subscribe to Glamour work, make a sizeable income, and  
spend heavily on a variety of products. As a result  
Glamour is very thick with advertisements. The editorial  
content of Glamour has been expanded to include articles  
that delve into the concerns of the "new woman." However,

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43

Farber, Classified List of Periodicals for the  
College Library, p. 268.

44

Katz, Magazines for Libraries, p. 903.

45

Ibid., p. 903.

the bulk of Glamour consists of the traditional departments  
on fashion and beauty.<sup>46</sup>

In two years of Glamour there were seven items on the military (see appendix U). Three of the six items were movie reviews. The most significant item was a January 1982  
survey that looked at the role of women in the military.<sup>47</sup>  
The results of the survey were published in March 1982.  
Below are some questions and answers from the survey.

4. Would you consider joining the military?

61 percent say yes

39 percent say no

6. Do you think the military is a good career for a woman?

72 percent say yes

"I've been in the Air Force for four years and have enlisted for another six. The challenge and unique problems of being in the military is not for everyone, but those who choose this way of life find it very rewarding."

28 percent say no

"As a servicewoman in the Marines, I feel women are given unnecessary duties just to fill a quota. Unsure of how to accept us, men resent us. Many say that they'd ~~never~~ follow a woman into combat."<sup>48</sup>

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<sup>46</sup>

Katz, *Magazines for Libraries*, p. 902.

<sup>47</sup>

"Women's Role in the Military," *Glamour*, January 1982, p. 26.

<sup>48</sup>

"This is What You Thought About...Women's Role in the Military," *Glamour*, March, 1982, p. 33.

### Parent's

Parent's magazine was started in 1925 by George J. Hecht. Hecht realized that there were all kinds of magazines for raising animals but none for children. The magazine was a commercial success from the beginning.<sup>49</sup>

Today the magazine is called Parent's and publishes subject matter for mothers who work, and to fathers. In the past the subject content was aimed solely at mothers. The departments include features on love, marriage, raising children, food, beauty, and family problems.<sup>50</sup> The review of the 1982 and 1983 features and departments revealed no articles on the military.

### Mademoiselle

In 1980 Amy Levin became the editor of Mademoiselle and since that time the magazine has taken on a more polished look. The editorial content is aimed at the mature young woman.<sup>51</sup> Titles of feature articles during the 1982-1983 time period include: "Are You Good in Bed?", "The Fine Art of Flirting," and "When Your Boss Makes a Pass."

The content analysis revealed no articles on the military and only one extract. The one extract was a book review of Tim Page's Nam by Tim Page. The book review was neutral on the military (see appendix V).

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49

Peterson, *Magazines in the Twentieth Century*, p. 388.

50

Katz, *Magazines for Libraries*, p. 904.

51

Katz, *Magazines for Libraries*, p. 903.

## Men's Magazines

### Playboy

The first issue of *Playboy* was published in December 1953 by Hugh Hefner. When Hugh Hefner started *Playboy* he intended on producing an entertainment magazine that was breezy and sophisticated. Girlie features would help sales in the beginning but as the magazine grew the quality would increase and the girlie features would decrease. From 1955 onward the quality increased but the girlie features on nudes remained.<sup>52</sup>

Today *Playboy* magazine is as well known as *Reader's Digest* and *TV Guide*. The interviews are sometimes excellent, the fiction good, and the articles readable. It is the only men's magazine that is openly displayed on coffee tables and supermarket magazine racks.<sup>53</sup>

Appendix W reveals that 48% of the articles were unfavorable and 38% were favorable. The favorable-to-unfavorable ratio was 1.0:1.6.

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<sup>52</sup>

Peterson, *Magazines of the Twentieth Century*, p. 317.

<sup>53</sup>

Katz, *Magazines for Libraries*, p. 663.

## Youth's Magazines

### Seventeen

*Seventeen* is probably the most popular magazine on the market for teenagers. This is verified by the circulation figures. *Seventeen's* editorial content includes contemporary topics ranging from media figures to sports and politics. The main effort in *Seventeen* is on fashion and beauty in an attractive glossy format heavy with advertisements and color photographs.

The 1982-1983 issues of *Seventeen* contained the following departments: Beauty, Fashion, Food, Fiction, Decorating, Articles, Regular Features and Mini-Mag. The analysis of the Articles section revealed no items on the military. Representative articles were: "Are You Ready for Marriage?", "Will the Real Brooke Shields Please Stand Up," and "When Your Boyfriends Parents Don't Like You."

The Regular Features section contained movie reviews; four were military related. All four extracts were considered neutral (see appendix X). All of the movie reviews were short (40-50 words) and revealed nothing on the image of the military.

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54

Katz, *Magazines for Libraries*, p. 857.

### Subject Area Comparison

Table 3 shows the total number of items (all the magazines) found in each military subject area. The top three subject areas reflect the biggest military related news items of the 1982-1983 time period. They were Weapons/Equipment, the Marines in Beirut, and Defense Budget/Spending.

Table 4 shows the total number of items in each military subject area in each category (favorable, unfavorable, balanced, and neutral) by percentage. The statistics show that of the three top military subject areas (Weapons/Equipment, Middle East, and Defense Budget/Spending), only one had a high percentage of unfavorable items. This subject area was Defense Budget/Spending. In addition, this subject area had the highest unfavorable percentage (72.6%) and the highest favorable-to-unfavorable ratio (1.0:7.5).

When the top nine (most articles) subject areas were compared, five of the nine had a higher percentage of unfavorable news items than favorable items. These subject areas included: Defense Budget/Spending, Leadership, Militarism, the Vietnam War, and Terrorism. Defense Budget/Spending received a large number of unfavorable items on Pentagon waste and waste in military spending. Leadership was primarily viewed unfavorably because of bad press against senior leadership in the Pentagon. News items on the Vietnam War were either neutral (52.4%) or unfavorable.

Very few items commented favorably on the war. The Terrorism subject area was unfavorable because of comments on precautions and security taken to prevent the Beirut Massacre.

TABLE 3  
NUMBER OF ITEMS PER SUBJECT AREA

<u>Subject Area</u>	<u>Favorable</u>	<u>Unfavorable</u>	<u>Balanced</u>	<u>Neutral</u>	<u>Total</u>
Weapons/Equipment	52	15	8	28	95
Persian Gulf	19	10	4	52	85
Defense Budget/Spending	6	45	2	9	62
Personnel	35	13	2	7	57
Leadership	12	16	3	2	33
Militarism	8	11	1	6	26
Training/Readiness	10	2	3	6	21
Vietnam War	1	6	3	11	21
Terrorism	1	6	0	12	20
Veterans	14	3	0	2	19
Military History	8	3	0	7	18
ROTC	7	4	0	6	17
Grenada	5	4	2	5	16
Women	9	1	1	4	15
Central America	2	0	0	13	15
Vietnam Memorial	8	3	2	2	15
Draft	3	4	2	5	14
Space and the Military	3	0	0	10	13
U.S. Forces Around the World	0	1	2	9	12
Discontent (Drugs/Alcohol)	2	5	1	3	11
All Volunteer Force	9	0	1	0	10
Arms Race	1	1	3	4	9
Special Forces	2	4	2	0	8
POWs	7	0	0	1	8
Chemical/Biological	0	3	3	0	6
Europe	2	0	1	1	4
<b>TOTALS</b>	<b>226</b>	<b>160</b>	<b>46</b>	<b>198</b>	<b>630</b>

TABLE 4  
SUBJECT AREA CATEGORY PERCENTAGES

<u>Subject Area</u>	<u>Favorable</u>	<u>Unfavorable</u>	<u>Balanced</u>	<u>Neutral</u>
Weapons/Equipment	54.7	15.3	8.4	21.1
Persian Gulf	22.3	11.8	4.7	61.2
Defense Budget/Spending	9.7	72.6	3.2	14.5
Personnel	61.4	22.8	3.5	12.3
Leadership	36.4	48.5	9.1	6.0
Militarism	38.8	42.3	3.3	23.1
Training/Readiness	47.6	9.5	14.3	28.6
Vietnam War	4.7	23.6	14.3	52.4
Terrorism	5.8	38.8		55.8
Veterans	73.7	15.8		19.5
Military History	44.4	16.7		38.9
ROTC	41.2	23.5		35.3
Grenada	31.3	25.8	12.5	31.2
Women	68.8	6.7	6.7	26.6
Central America	13.3			86.7
Vietnam Memorial	53.3	28.8	13.3	13.4
Draft	21.4	28.6	14.3	35.7
Space and the Military	23.1			76.9
U.S. Forces Around the World		8.3	16.7	75.8
Discontent (Drugs/Alcohol)	18.2	45.5	3.1	27.2
All Volunteer Force	98.8		18.8	
Arms Race	11.1	11.1	33.1	44.5
Special Forces	25.8	58.8	25.8	8
POWs	87.5			12.5
Chemical/Biological		58.8	58.8	
Europe	58.8		25.8	25.8

## CHAPTER V

### CONCLUSIONS AND RECOMMENDATIONS

#### Conclusions

1. The overall public image of the military as reflected in leading magazines during 1982-1983 was more favorable than unfavorable.
2. The public image of the military has made a significant favorable increase since 1971.
3. The high percentage of items in the neutral category indicates that the country is less polarized and less judgmental about military related matter.
4. The Defense Budget/Spending military subject area had the highest percentage of news items in the unfavorable category.
5. Leadership in the military was an additional subject area that received considerable unfavorable press coverage.

#### Discussion

The content analysis of the 1982 and 1983 issues of twenty-one leading magazines revealed that the overall image of the U.S. military was more favorable than unfavorable. The unadjusted data showed that 35.9% of the news items projected a favorable image of the military while 25.4% reflected an unfavorable image of the military. When the basic data was weighted by circulation, the favorable and

unfavorable percentages did not change significantly. Adjusted by circulation the favorable percentage increased to 37.1% and the unfavorable percentage increased to 27.8%. The ratio between the favorable and unfavorable percentages of unadjusted and weighted by circulation data remained the same; 1.0:0.7. When the data was adjusted by giving articles a weight factor of 4 the favorable percentage remained the same (35.9% vs 36.0%) but the unfavorable percentage decreased significantly (25.4% to 22.5%).

The final method of analyzing the study's composite data was to remove news items from the Defense Budget/Spending subject area. When the items from this subject area were removed from the composite data, the percentage of unfavorable items decreased from 25.4% to 17.7% and the percentage of favorable items increased from 35.9% to 38.4%. Additionally, the ratio of favorable-to-unfavorable items increased from 1.0:0.7 to 1.0:0.5.

When compared with a 1971 study of the public image of the U.S. military, this study revealed a favorable increase in the image of the military. The unadjusted composite data of the 1971 study revealed that the percentage of unfavorable items exceeded the favorable items by 12.8% (30.9% favorable vs 43.7% unfavorable). This content analysis revealed that the percentage of favorable items exceeded the unfavorable items by 10.5% (35.9% favorable vs 25.4% unfavorable). In this study the ratio of favorable to unfavorable items was 1.0:0.7 while the 1971 study ratio was 1.0:1.4.

In this content analysis the composite data results were not affected significantly by adjusting the data by circulation. The favorable and unfavorable percentages went up slightly but the favorable-to-unfavorable ratio remained the same (1.0:0.7). In the 1971 study the percentage of favorable items remained the same but the percentage of unfavorable items increased. This resulted in an unfavorable decrease in the favorable-to-unfavorable ratio (1.0:1.5).

In both studies the unadjusted data was affected favorably when articles were given more weight than extracts. In this content analysis there was a decrease in the percentage of unfavorable items, which resulted in a favorable increase in the favorable-to-unfavorable ratio (1.0:0.7 to 1.0:0.6). In the 1971 study the percentage of favorable items increased and the percentage of unfavorable items decreased. This resulted in a bigger favorable increase in the favorable-to-unfavorable ratio (1.0:1.4 to 1.0:1.2).

Additionally, this study revealed a large increase in the number of items in the neutral category. For example, in this analysis the author placed 31.4% of the news items in the neutral category (unadjusted data) while in the 1971 study 10.5% of the items were in the neutral category. Some of this difference may be attributed to the judgment of the authors. However, the data indicates that the country has become less polarized and less judgmental on matters related to the military.

Of the three military subject areas containing the most articles and extracts, (see tables 3 and 4) only one had a high percentage of unfavorable items. This category was Defense Budget/Spending, and it had both the highest unfavorable percentage (72.6%) and the lowest favorable-to-unfavorable ratio (1.0:7.5). However, when looking at the top nine military subject areas there were additional areas that received relatively high unfavorable percentages. These included Leadership (48.5%), Militarism (42.3%), the Vietnam War (29.6%), and Terrorism (30.8%).

The public image of the U.S. military as reflected in leading magazines during 1982 and 1983 was favorable. When the image was compared with the public image of the military in a 1971 study the change has been dramatic. During the period covered in the 1971 study (1968-1970) the military was in the middle of the Vietnam War. As a result, the U.S. military was a constant news item and a source of criticism because of the controversy surrounding the war. This latest study revealed few news items on the Vietnam War and much less criticism of the military in general.

Although the public image results of this study were favorable, the military subject area analysis revealed some areas where the military is viewed unfavorably and warrants improvement. In addition to the Defense Budget/Spending category, Leadership and Terrorism received a large number of news items that were unfavorable. Criticism of leadership in the Pentagon resulted in the unfavorable leadership statistics and criticism of the security of the

Marines in Beirut resulted in the unfavorable statistics in the Terrorism category. The continuing need to attract quality military members and the dwindling pool of available manpower demands an attempt to continue to increase the overall public image of the military and to especially improve those areas where the image is unfavorable.

#### Recommendation

As stated, there were three subject areas that received considerable unfavorable press during the period of this study. Therefore, it is recommended that Defense Budget/Spending and Leadership be further examined. The criticism of the security in Beirut need not be examined, but should be a lesson learned. During the period of this study, the military received almost no favorable press on how it was spending defense dollars. Criticism of military leadership was centered primarily on the Pentagon and senior leadership. These two military subject areas should be examined to determine efforts needed to change the unfavorable public image to a favorable public image.

## APPENDIXES

## APPENDIX A

### MAGAZINES OF GENERAL CIRCULATION GROUPED ACCORDING TO CLASSIFICATION

Agnostic and Free Thought  
Alternative & Underground  
American Indian  
Amusements  
Art & Antiques  
Astrology  
Automotive  
Aviation  
Babies  
Brides  
Business Executives  
Children's Interest  
Clubs & Societies  
Comics & Comic Techniques  
Crafts, Models, Hobbies & Contests  
Detective  
Dogs  
Dramatic & Theatrical  
Dressmaking & Needlework  
Educational  
Export Consumer Magazines  
Fashion  
General Editorial  
Home & Garden  
Literature  
Mature Age  
Men's Interests  
Motion Pictures  
Music  
Occult  
Parent-Teacher & Children  
Photographic  
Poetry

SOURCE: Betty Gallimore, ed., *The IMS 183 Area Dictionary of Publications*.

# APPENDIX B

## MAGAZINE CIRCULATION EQUALS 1.1 MILLION OR MORE

<u>MAGAZINE</u>	<u>READER</u>	<u>CIRCULATION</u>
Parade	General Editorial	21,920,342
Reader's Digest	General Interest, non-fiction	18,171,628
Family Weekly	General Interest	12,584,888
National News Bureau	Feature Stories	11,888,888
Family Circle	Women's Service	7,818,192
Woman's Day	Women's Service	7,887,989
McCall's Magazine	Women's Interest	6,281,777
Good Housekeeping	Women and Home Interests	5,352,428
Ladies Home Journal	Women's Service	5,285,413
National Enquirer	General Editorial	5,069,224
Playboy	Men's Interest	4,851,363
Time	Current News	4,555,618
Redbook Magazine	Women's Features	4,292,627
Penthouse	Men's Interest	4,022,834
Star	General Editorial	3,882,516
Newsweek	Current News	3,888,596
Cosmopolitan	Women's Magazines	2,882,494
People Weekly	Personalities	2,471,122
U.S. News and World Report	National and International News	2,889,786
Glamour	Fashion	2,811,287
Smithsonian Magazine	General Interest	1,987,862
Popular Science	Men's Interest	1,812,654
Popular Mechanics	Mechanical	1,635,126
Parent's Magazine	Child Care, Women's Interests	1,634,387
Changing Times	Family Economics	1,538,928
True Story	True Stories	1,538,738
Boy's Life	Male Youth	1,529,131
Seventeen	Young Women Under 28	1,471,579
Times Magazine	General Interest	1,435,328
Ebony	General Editorial, Black	1,298,621
Mademoiselle	Young Women's Interest	1,173,633

SOURCE: Betty Gallimore, Ed., The 1983 Ayer Dictionary of Publications

## APPENDIX C

## MAGAZINE CIRCULATION FIGURES

<u>CIRCULATION (THOUSAND)</u>	<u>GENERAL EDITORIAL</u>	<u>MEN'S INTEREST</u>	<u>WOMEN'S PUBLICATIONS</u>	<u>YOUTH</u>	<u>TOTAL</u>
501 - 600	3	3	0	0	6
601 - 700	2	1	1	1	5
701 - 800	4	0	1	1	6
801 - 900	2	0	1	0	3
901 - 1000	0	0	0	1	1
1001 - 1100	1	0	0	1	2
1101 - 1200	0	0	1	0	1
1201 - 1300	1	0	0	0	1
1301 - 1400	0	0	0	0	0
1401 - 1500	1	0	0	1	2
1501 - 1600	2	0	0	1	3
1601 - 1700	1	0	1	0	2
1701 - 1800	0	0	0	0	0
1801 - 1900	1	0	0	0	1
1901 - 2000	1	0	0	0	1
2001 - 3000	2	0	2	0	4
3001 - 4000	2	0	0	0	2
4001 - 5000	2	2	0	0	4
5001 - 6000	1	0	2	0	3
6001 - 7000	3	0	1	0	4
7001 - 8000	0	0	2	0	2
8001 - 9000	0	0	0	0	0
9001 - 10000	0	0	0	0	0
10,000 +	4	0	0	0	4
<b>TOTAL</b>	<b>30 (18)</b>	<b>6 (2)</b>	<b>12 (9)</b>	<b>6 (2)</b>	<b>54 (31)</b>

SOURCE: Betty Gallimore, ed., *The '83 Auer Dictionary of Publications*.

## APPENDIX D

### MILITARY SUBJECT AREAS (INITIAL)

#### MILITARISM

- All Volunteer Armed Forces
- Bureaucracy
- Command Leadership
- Defense Budget
- Deterrence
- Discipline
- Force Strength/Size
- Interservice Rivalry
- Medical
- Military-Civilian Relation
- Military and Politics
- My Lai
- National Guard & Reserve
- Pentagon
- SALT

#### PERSONNEL

- Career (Enlistment, Retention, Retirement)
- Discontent (AWOL, Desertion, Drugs)
- Education
- Ethics (Honor, UCMJ)
- Homosexuals
- Married Personnel/Family
- Officers
- Quality of Life
- Race
- Training
- Women

#### WAR

- Conventional
- Nuclear
- Vietnam
- War I and II

SOURCE: See Appendix E

## APPENDIX E

### BOOKS REVIEWED TO DETERMINE SUBJECT AREAS

Gabriel, Richard A., Savage, Paul L., *Crisis in Command*. New York: Hill and Wang, 1978.

Korb, Lawrence J., *The Fall and Rise of the Pentagon: American Defense Policies in the 1970s*. Westport: Greenwood Press, 1979.

Margiotta, Franklin D., ed., *The Changing World of the American Military*, Boulder: Westview Press, 1978.

Sarkesian, Sam C., *The Professional Army Officer in a Changing Society*, Chicago: Nelson-Hall, 1975.

Scowcroft, Brent, Lt Gen., ed., *Military Service in the United States*, Englewood Cliffs, NJ: Prentice-Hall, Inc., 1982.

Smoke, Richard, *War: Controlling Escalation*, Cambridge: Harvard University Press, 1977.

## APPENDIX F

### SUMMARY CONTENT ANALYSIS DATA FOR READER'S DIGEST

Subject Area	Number of Items (Articles/Extracts)			
	<u>Favorable</u>	<u>Unfavorable</u>	<u>Balanced</u>	<u>Neutral</u>
<b>Militarism</b>	1/1	1/0	1/0	
All Volunteer Force				
Arms Race				
Chemical/Biological				
Defense Budget/Spending		1/0		
Draft				
ROTC/Service Schools				
Space and the Military				1/0
Special Forces				
Terrorism				
Weapons/Equipment		1/0		
<b>Military History</b>				
<b>Personnel</b>	5/1			
Discontent (Drugs/Alcohol)				
Leadership	1/0			
Training/Readiness				0/1
Veterans	1/0			
Women				
<b>US Forces Around the World</b>				
Europe				
Grenada				
Latin America				
Middle East				
<b>Vietnam War</b>	1/0	1/1		
POWs	1/0			
Vietnam Memorial	1/0			

# APPENDIX G

## SUMMARY CONTENT ANALYSIS DATA FOR TIME

Subject Area	Number of Items (Articles/Extracts)			
	Favorable	Unfavorable	Balanced	Neutral
<b>Militarism</b>	8/2			1/1
All Volunteer Force	1/2			
Arms Race	0/1		2/0	1/1
Chemical/Biological				
Defense Budget/Spending	0/1	10/6		3/1
Draft	1/1	0/2		1/0
ROTC/Service Schools				
Space and the Military	0/2			1/3
Special Forces		1/1		
Terrorism	1/0	2/2		6/0
Weapons/Equipment	1/7	4/1	1/0	7/0
<b>Military History</b>	2/1	1/0		0/1
<b>Personnel</b>	3/0	3/1		
Discontent (Drugs/Alcohol)				
Leadership	1/1	4/2		0/1
Training/Readiness	1/0	1/0	1/0	0/1
Veterans				
Women				
<b>US Forces Around the World</b>				3/0
Europe			1/0	
Grenada	1/1	1/0	2/0	2/0
Latin America	0/1			3/0
Middle East	4/1	1/2	0/1	9/7
<b>Vietnam War</b>			0/1	2/0
POWs				
Vietnam Memorial	5/1			

# APPENDIX H

## SUMMARY CONTENT ANALYSIS DATA FOR NEWSWEEK

Subject Area	Number of Items (Articles/Extracts)			
	Favorable	Unfavorable	Balanced	Neutral
<b>Militarism</b>	2/0	1/1		
All Volunteer Force	0/1		1/0	
Arms Race				1/0
Chemical/Biological			2/0	
Defense Budget/Spending	0/1	11/4	1/0	0/1
Draft	1/0			1/0
ROTC/Service Schools				
Space and the Military				0/2
Special Forces		1/0	1/0	
Terrorism		1/0		2/1
Weapons/Equipment	4/0	2/4	3/0	2/4
<b>Military History</b>	1/0	0/1		1/3
<b>Personnel</b>	6/3	4/1		1/1
Discontent (Drugs/Alcohol)		0/3	1/0	0/1
Leadership	4/1	4/4		
Training/Readiness			1/0	0/1
Veterans	1/1			
Women				
<b>US Forces Around the World</b>			0/1	1/1
Europe				
Grenada	1/0	1/1		1/0
Latin America				3/3
Middle East	3/1	1/0	1/0	12/6
<b>Vietnam War</b>		0/1	0/1	0/2
POWs	1/1			0/1
Vietnam Memorial	0/1	1/1	2/0	0/1

# APPENDIX I

## SUMMARY CONTENT ANALYSIS DATA FOR COSMOPOLITAN

Subject Area	Number of Items (Articles/Extracts)			
	<u>Favorable</u>	<u>Unfavorable</u>	<u>Balanced</u>	<u>Neutral</u>
<b>Militarism</b>		0/2		
All Volunteer Force				
Arms Race				
Chemical/Biological				
Defense Budget/Spending				
Draft				
ROTC/Service Schools				
Space and the Military				
Special Forces				
Terrorism				
Weapons/Equipment				
<b>Military History</b>	0/1			
<b>Personnel</b>			0/1	
Discontent (Drugs/Alcohol)				
Leadership				
Training/Readiness				
Veterans				
Women	1/0			
<b>US Forces Around the World</b>				
Europe				
Grenada				
Latin America				
Middle East				
<b>Vietnam War</b>				
POWs				
Vietnam Memorial				

# APPENDIX J

## SUMMARY CONTENT ANALYSIS DATA FOR PEOPLE

Subject Area	Number of Items (Articles/Extracts)			
	<u>Favorable</u>	<u>Unfavorable</u>	<u>Balanced</u>	<u>Neutral</u>
<b>Militarism</b>		0/1		
All Volunteer Force				
Arms Race		1/0		
Chemical/Biological				
Defense Budget/Spending				
Draft				
ROTC/Service Schools				0/1
Space and the Military				
Special Forces				
Terrorism				
Weapons/Equipment				1/0
<b>Military History</b>	2/0			
<b>Personnel</b>	7/2	2/0	1/0	1/1
Discontent (Drugs/Alcohol)				1/0
Leadership				0/1
Training/Readiness				1/0
Veterans	1/0	1/1		
Women				
<b>US Forces Around the World</b>				
Europe	1/0			
Grenada	1/0	0/1		
Latin America				
Middle East	1/2	2/2	1/0	1/0
<b>Vietnam War</b>			0/1	0/1
POWs	1/0			
Vietnam Memorial				

AD-A147 748

THE PUBLIC IMAGE OF THE MILITARY AS REFLECTED IN  
LEADING MAGAZINES (1982-1983) (U) ARMY COMMAND AND  
GENERAL STAFF COLL FORT LEAVENWORTH KS W S BRUENING  
01 JUN 84 SBI-AD-E751 155

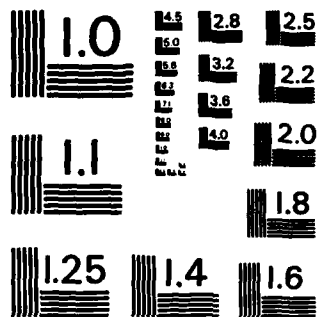
2/2

UNCLASSIFIED

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MICROCOPY RESOLUTION TEST CHART  
NATIONAL BUREAU OF STANDARDS-1963-A

# APPENDIX I

## SUMMARY CONTENT ANALYSIS DATA FOR COSMOPOLITAN

Subject Area	Number of Items (Articles/Extracts)			
	<u>Favorable</u>	<u>Unfavorable</u>	<u>Balanced</u>	<u>Neutral</u>
Militarism		0/2		
All Volunteer Force				
Arms Race				
Chemical/Biological				
Defense Budget/Spending				
Draft				
ROTC/Service Schools				
Space and the Military				
Special Forces				
Terrorism				
Weapons/Equipment				
Military History		0/1		
Personnel			0/1	
Discontent (Drugs/Alcohol)				
Leadership				
Training/Readiness				
Veterans				
Women		1/0		
US Forces Around the World				
Europe				
Grenada				
Latin America				
Middle East				
Vietnam War				
POWs				
Vietnam Memorial				

## APPENDIX J

### SUMMARY CONTENT ANALYSIS DATA FOR PEOPLE

Subject Area	Number of Items (Articles/Extracts)			
	<u>Favocable</u>	<u>Unfavocable</u>	<u>Balanced</u>	<u>Neutral</u>
<b>Militarism</b>		0/1		
All Volunteer Force				
Arms Race		1/0		
Chemical/Biological				
Defense Budget/Spending				
Draft				
ROTC/Service Schools				0/1
Space and the Military				
Special Forces				
Terrorism				
Weapons/Equipment				1/0
<b>Military History</b>	2/0			
<b>Personnel</b>	7/2	2/0	1/0	1/1
Discontent (Drugs/Alcohol)				1/0
Leadership				0/1
Training/Readiness				1/0
Veterans	1/0	1/1		
Women				
<b>US Forces Around the World</b>				
Europe	1/0			
Grenada	1/0	0/1		
Latin America				
Middle East	1/2	2/2	1/0	1/0
<b>Vietnam War</b>			0/1	0/1
POWs	1/0			
Vietnam Memorial				

# APPENDIX K

## SUMMARY CONTENT ANALYSIS DATA FOR U.S. NEWS & WORLD REPORT

Subject Area	Number of Items (Articles/Extracts)			
	Favorable	Unfavorable	Balanced	Neutral
<b>Militarism</b>	2/0	1/0		1/0
All Volunteer Force	4/0			
Arms Race			1/0	1/0
Chemical/Biological			1/0	
Defense Budget/Spending	2/2	9/4	1/0	3/0
Draft			1/1	3/0
ROTC/Service Schools	3/2	0/1		
Space and the Military	1/0			1/2
Special Forces	1/1	0/1	1/0	
Terrorism				3/1
Weapons/Equipment	5/1	0/2	2/0	1/0
<b>Military History</b>				
<b>Personnel</b>	1/0			1/0
Discontent (Drugs/Alcohol)	0/1		1/0	
Leadership	1/1	2/0	3/0	
Training/Readiness	0/1	0/1	1/0	0/2
Veterans	1/3			2/0
Women	1/2			1/2
<b>US Forces Around the World</b>		1/0	1/0	3/1
Europe	1/0			
Grenada	1/0			2/0
Latin America	1/0			3/1
Middle East	7/0	0/2	1/0	14/3
<b>Vietnam War</b>		1/0		1/0
POWs	1/2			
Vietnam Memorial		0/1		1/0

## APPENDIX L

### SUMMARY CONTENT ANALYSIS DATA FOR SMITHSONIAN MAGAZINE

Subject Area	Number of Items (Articles/Extracts)			
	<u>Favorable</u>	<u>Unfavorable</u>	<u>Balanced</u>	<u>Neutral</u>
<b>Militarism</b>				
All Volunteer Force				
Arms Race				
Chemical/Biological				
Defense Budget/Spending				
Draft				
ROTC/Service Schools				
Space and the Military				
Special Forces				
Terrorism				
Weapons/Equipment				
<b>Military History</b>	1/0			
<b>Personnel</b>				
Discontent (Drugs/Alcohol)				
Leadership				
Training/Readiness				
Veterans				
Women				
<b>US Forces Around the World</b>				
Europe				
Grenada				
Latin America				
Middle East				
<b>Vietnam War</b>				
POWs				
Vietnam Memorial				

## APPENDIX M

### SUMMARY CONTENT ANALYSIS DATA FOR POPULAR SCIENCE

Subject Area	Number of Items (Articles/Extracts)			
	<u>Favorable</u>	<u>Unfavorable</u>	<u>Balanced</u>	<u>Neutral</u>
<b>Militarism</b>				
All Volunteer Force				
Arms Race				
Chemical/Biological				
Defense Budget/Spending				
Draft				
ROTC/Service Schools				
Space and the Military				
Special Forces				
Terrorism				
Weapons/Equipment	7/4		1/0	0/1
<b>Military History</b>				
<b>Personnel</b>				
Discontent (Drugs/Alcohol)				
Leadership				
Training/Readiness				
Veterans				
Women				
<b>US Forces Around the World</b>				
Europe				
Grenada				
Latin America				
Middle East				
<b>Vietnam War</b>				
POWs				
Vietnam Memorial				

## APPENDIX N

### SUMMARY CONTENT ANALYSIS DATA FOR POPULAR MECHANICS

Subject Area	Number of Items (Articles/Extracts)			
	<u>Favorable</u>	<u>Unfavorable</u>	<u>Balanced</u>	<u>Neutral</u>
<b>Militarism</b>				
All Volunteer Force				
Arms Race				
Chemical/Biological				
Defense Budget/Spending				
Draft				
ROTC/Service Schools				
Space and the Military				
Special Forces				
Terrorism				
Weapons/Equipment	8/14	0/1	1/0	0/1
<b>Military History</b>				
<b>Personnel</b>				
	0/1			
Discontent (Drugs/Alcohol)				
Leadership				
Training/Readiness				
Veterans				
Women				
<b>US Forces Around the World</b>				
Europe				
Grenada				
Latin America				
Middle East				
<b>Vietnam War</b>				
POWs				
Vietnam Memorial				

## APPENDIX 0

### SUMMARY CONTENT ANALYSIS DATA FOR EBONY

Subject Area	Number of Items (Articles/Extracts)			
	<u>Favorable</u>	<u>Unfavorable</u>	<u>Balanced</u>	<u>Neutral</u>
<b>Militarism</b>				
All Volunteer Force				
Arms Race				
Chemical/Biological				
Defense Budget/Spending				1/0
Draft				
ROTC/Service Schools	1/0			
Space and the Military				
Special Forces				
Terrorism				
Weapons/Equipment				
<b>Military History</b>				
		0/1		
<b>Personnel</b>				
	1/1			0/1
Discontent (Drugs/Alcohol)				
Leadership	1/1			
Training/Readiness				
Veterans				
Women	2/0			
<b>US Forces Around the World</b>				
Europe				1/0
Grenada				
Latin America				
Middle East				
<b>Vietnam War</b>				
POWs				
Vietnam Memorial				

## APPENDIX P

### SUMMARY CONTENT ANALYSIS DATA FOR CHANGING TIMES

Subject Area	Number of Items (Articles/Extracts)			
	<u>Favorable</u>	<u>Unfavorable</u>	<u>Balanced</u>	<u>Neutral</u>
<b>Militarism</b>				
All Volunteer Force	1/0			
Arms Race				
Chemical/Biological				
Defense Budget/Spending				
Draft				
ROTC/Service Schools	1/0			
Space and the Military				
Special Forces				
Terrorism				
Weapons/Equipment				0/2
<b>Military History</b>				1/0
<b>Personnel</b>				
Discontent (Drugs/Alcohol)				
Leadership				
Training/Readiness				
Veterans				
Women				
<b>US Forces Around the World</b>				
Europe				
Grenada				
Latin America				
Middle East				
<b>Vietnam War</b>				
POWs				
Vietnam Memorial				

## APPENDIX Q

### SUMMARY CONTENT ANALYSIS DATA FOR WOMAN'S DAY

Subject Area	Number of Items (Articles/Extracts)			
	<u>Favorable</u>	<u>Unfavorable</u>	<u>Balanced</u>	<u>Neutral</u>
<b>Militarism</b>				
All Volunteer Force				
Arms Race				
Chemical/Biological				
Defense Budget/Spending				
Draft				
ROTC/Service Schools				
Space and the Military				
Special Forces				
Terrorism				
Weapons/Equipment				
<b>Military History</b>				
<b>Personnel</b>				
Discontent (Drugs/Alcohol)				
Leadership				
Training/Readiness				
Veterans		1/0		
Women		1/0		
<b>US Forces Around the World</b>				
Europe				
Grenada				
Latin America				
Middle East				
<b>Vietnam War</b>				
POWs				
Vietnam Memorial				

## APPENDIX R

### SUMMARY CONTENT ANALYSIS DATA FOR McCALL'S

Subject Area	Number of Items (Articles/Extracts)			
	<u>Favorable</u>	<u>Unfavorable</u>	<u>Balanced</u>	<u>Neutral</u>
<b>Militarism</b>				
All Volunteer Force				
Arms Race				
Chemical/Biological				
Defense Budget/Spending				
Draft				
ROTC/Service Schools		8/2		
Space and the Military				
Special Forces				
Terrorism				
Weapons/Equipment				
<b>Military History</b>				
<b>Personnel</b>	8/1	8/1		8/1
Discontent (Drugs/Alcohol)				
Leadership				
Training/Readiness				
Veterans				
Women				8/1
<b>US Forces Around the World</b>				
Europe				
Grenada				
Latin America				
Middle East				
<b>Vietnam War</b>				8/1
POWs				
Vietnam Memorial				

## APPENDIX S

### SUMMARY CONTENT ANALYSIS DATA FOR GOOD HOUSEKEEPING

Subject Area	Number of Items (Articles/Extracts)			
	<u>Favorable</u>	<u>Unfavorable</u>	<u>Balanced</u>	<u>Neutral</u>
<b>Militarism</b>				
All Volunteer Force				
Arms Race				
Chemical/Biological				
Defense Budget/Spending				
Draft				
ROTC/Service Schools				1/0
Space and the Military				
Special Forces				
Terrorism				
Weapons/Equipment				
<b>Military History</b>				
<b>Personnel</b>				
Discontent (Drugs/Alcohol)				
Leadership				
Training/Readiness				
Veterans				
Women				
<b>US Forces Around the World</b>				
Europe				
Grenada				
Latin America				
Middle East				
<b>Vietnam War</b>				
POWs				
Vietnam Memorial				

## APPENDIX T

### SUMMARY CONTENT ANALYSIS DATA FOR LADIES HOME JOURNAL

Subject Area	Number of Items (Articles/Extracts)			
	<u>Favorable</u>	<u>Unfavorable</u>	<u>Balanced</u>	<u>Neutral</u>
<b>Militarism</b>				
All Volunteer Force				
Arms Race				
Chemical/Biological				
Defense Budget/Spending				
Draft				
ROTC/Service Schools				
Space and the Military				
Special Forces				
Terrorism				
Weapons/Equipment				
<b>Military History</b>				
<b>Personnel</b>				
Discontent (Drugs/Alcohol)				
Leadership				
Training/Readiness		1/0		
Veterans				
Women				
<b>US Forces Around the World</b>				
Europe				
Grenada				
Latin America				
Middle East				
<b>Vietnam War</b>				
POWs				
Vietnam Memorial				

## APPENDIX U

### SUMMARY CONTENT ANALYSIS DATA FOR GLAMOUR

Subject Area	Number of Items (Articles/Extracts)			
	<u>Favorable</u>	<u>Unfavorable</u>	<u>Balanced</u>	<u>Neutral</u>
<b>Militarism</b>		0/1		0/1
All Volunteer Force				
Arms Race				
Chemical/Biological				
Defense Budget/Spending				
Draft				
ROTC/Service Schools				0/1
Space and the Military				
Special Forces				
Terrorism				
Weapons/Equipment				
<b>Military History</b>				
<b>Personnel</b>				
Discontent (Drugs/Alcohol)				
Leadership				
Training/Readiness	1/0			
Veterans				
Women	2/0		1/0	
<b>US Forces Around the World</b>				
Europe				
Grenada				
Latin America				
Middle East				
<b>Vietnam War</b>				
POWs				
Vietnam Memorial				

## APPENDIX V

### SUMMARY CONTENT ANALYSIS DATA FOR MADEMOISELLE

Subject Area	Number of Items (Articles/Extracts)			
	Favorable	Unfavorable	Balanced	Neutral
<b>Militarism</b>				
All Volunteer Force				
Arms Race				
Chemical/Biological				
Defense Budget/Spending				
Draft				
ROTC/Service Schools				
Space and the Military				
Special Forces				
Terrorism				
Weapons/Equipment				
<b>Military History</b>				
<b>Personnel</b>				
Discontent (Drugs/Alcohol)				
Leadership				
Training/Readiness				
Veterans				
Women				
<b>US Forces Around the World</b>				
Europe				
Grenada				
Latin America				
Middle East				
<b>Vietnam War</b>				
POWs				
Vietnam Memorial				

0/1

# APPENDIX W

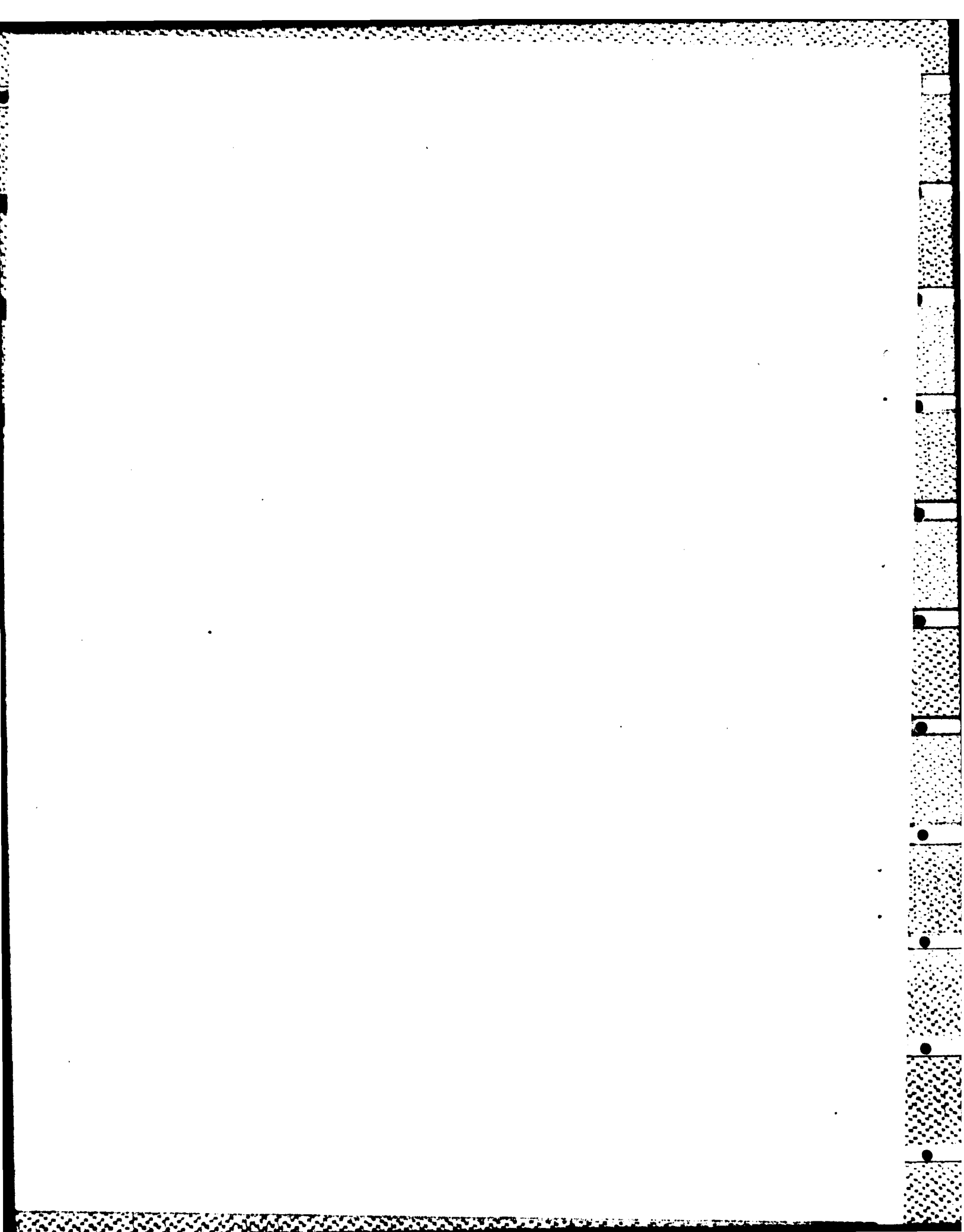
## SUMMARY CONTENT ANALYSIS DATA FOR PLAYBOY

Subject Area	Number of Items (Articles/Extracts)			
	<u>Favorable</u>	<u>Unfavorable</u>	<u>Balanced</u>	<u>Neutral</u>
<b>Militarism</b>		2/1		0/1
All Volunteer Force				
Arms Race				
Chemical/Biological		1/2		
Defense Budget/Spending				
Draft		0/2		
ROTC/Service Schools		0/1		0/1
Space and the Military				
Special Forces				
Terrorism		0/1		
Weapons/Equipment	1/0			
<b>Military History</b>				0/1
<b>Personnel</b>	1/2	1/0		
Discontent (Drugs/Alcohol)	0/1	0/1		0/1
Leadership				
Training/Readiness				
Veterans	2/3	0/1		
Women		0/1		
<b>US Forces Around the World</b>				
Europe				
Grenada				
Latin America				
Middle East				
<b>Vietnam War</b>		1/1		0/3
POWs				
Vietnam Memorial				

## APPENDIX X

### SUMMARY CONTENT ANALYSIS DATA FOR SEVENTEEN

Subject Area	Number of Items (Articles/Extracts)			
	<u>Favorable</u>	<u>Unfavorable</u>	<u>Balanced</u>	<u>Neutral</u>
<b>Militarism</b>				8/1
All Volunteer Force				
Arms Race				
Chemical/Biological				
Defense Budget/Spending				
Draft				
ROTC/Service Schools				8/2
Space and the Military				
Special Forces				
Terrorism				
Weapons/Equipment				8/1
<b>Military History</b>				
<b>Personnel</b>				
Discontent (Drugs/Alcohol)				
Leadership				
Training/Readiness				
Veterans				
Women				
<b>US Forces Around the World</b>				
Europe				
Grenada				
Latin America				
Middle East				
<b>Vietnam War</b>				
POWs				
Vietnam Memorial				



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